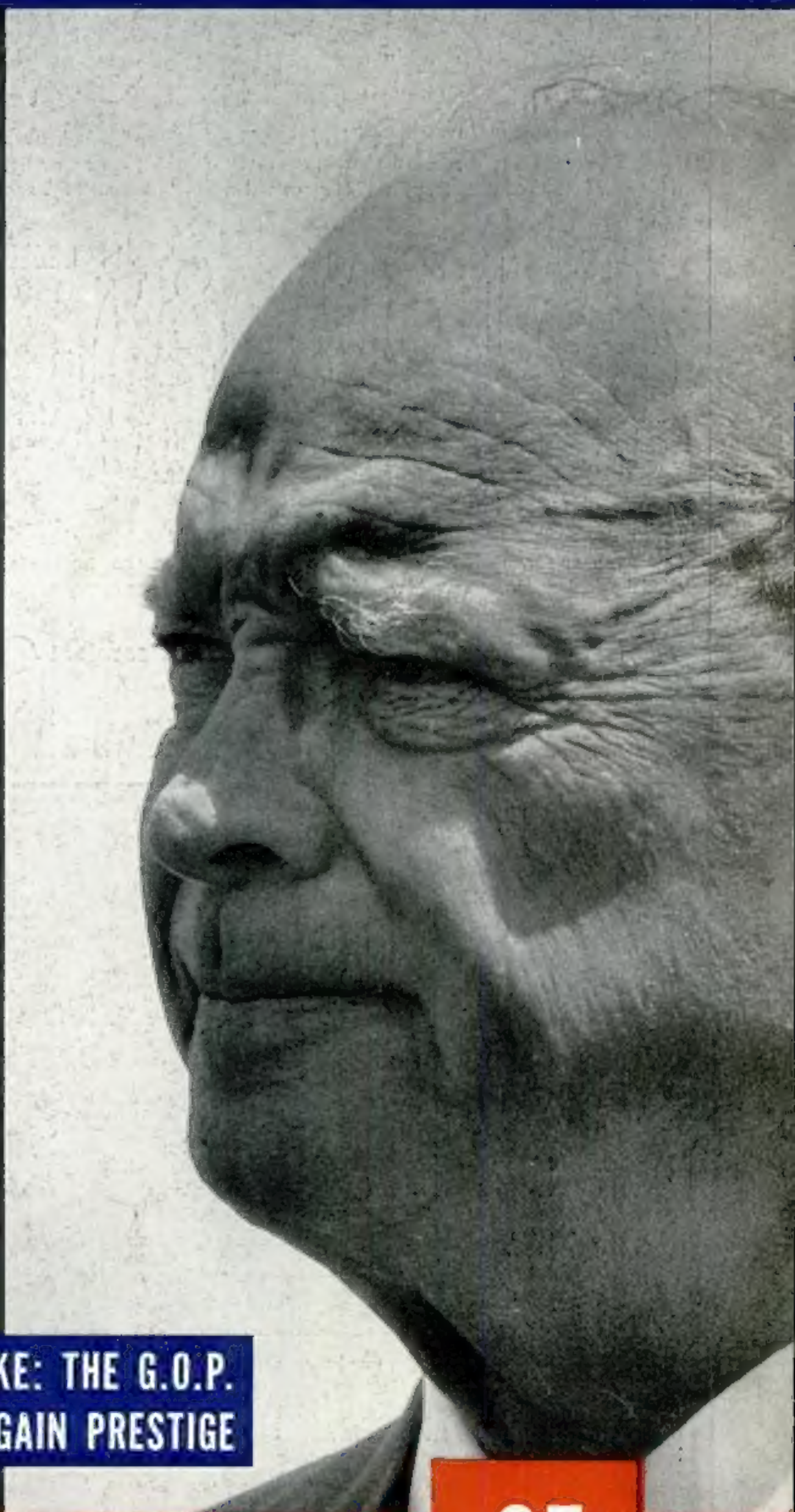
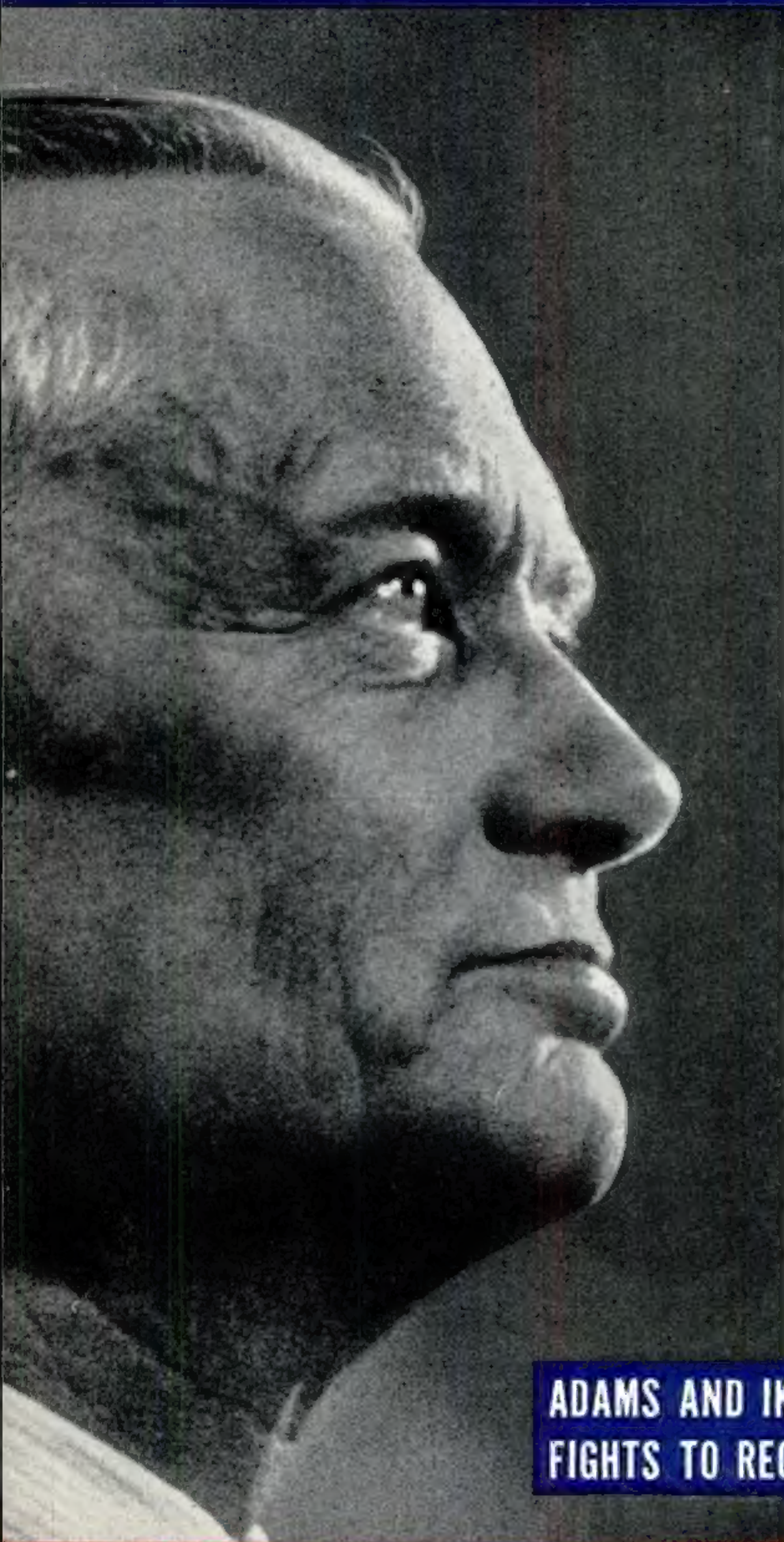


LIFE

BEGINNING: A GREAT NATURE SERIES
**THE WONDERS
OF LIFE ON EARTH**
SCENES OF DARWIN FINDINGS REVISITED



**ADAMS AND IKE: THE G.O.P.
FIGHTS TO REGAIN PRESTIGE**

JUNE 30, 1958

25 CENTS

Rambler Foils Bank Robbery

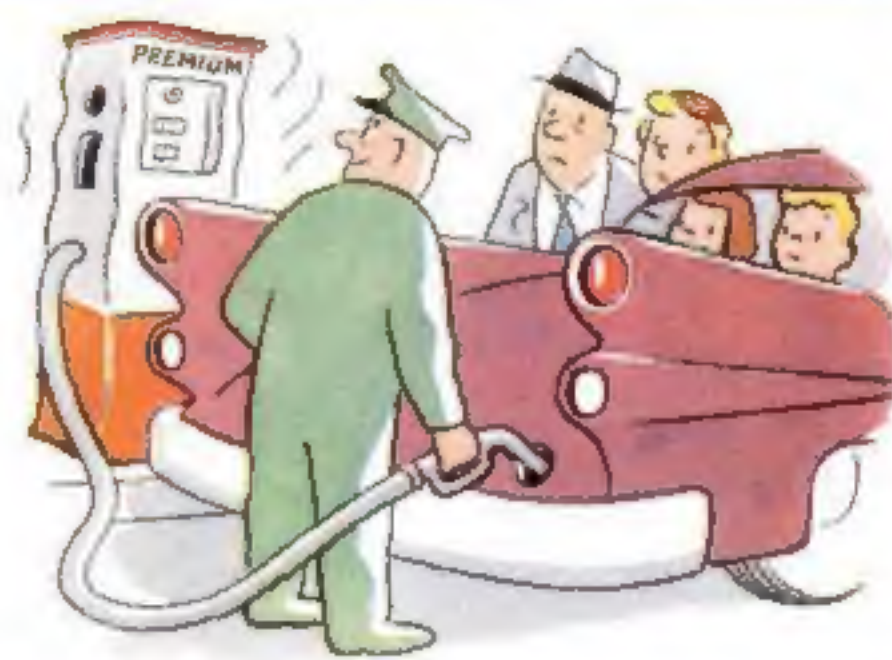
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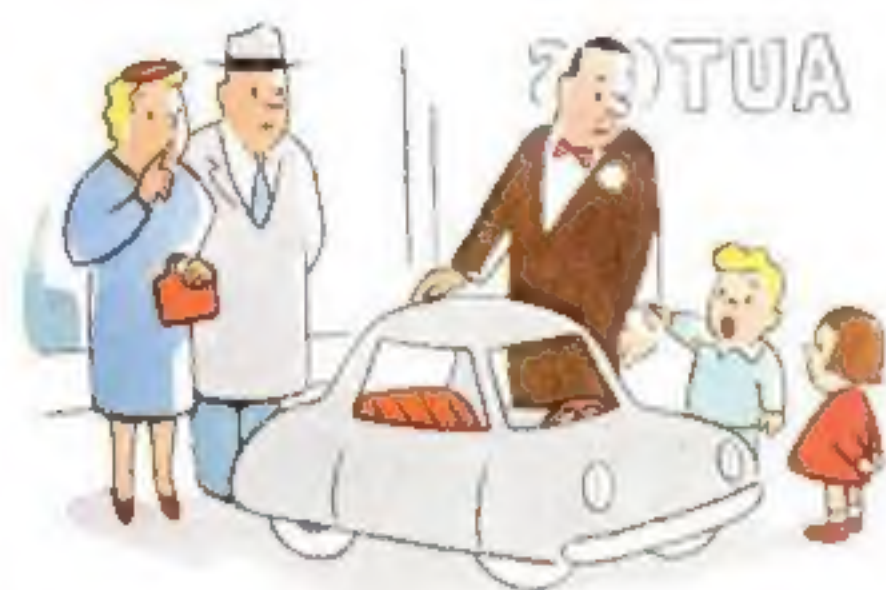
Once a four-wheeled bandit kidnapped a family. The family didn't realize this because the bandit was really a big new \$4,000 car, and they thought they owned it.



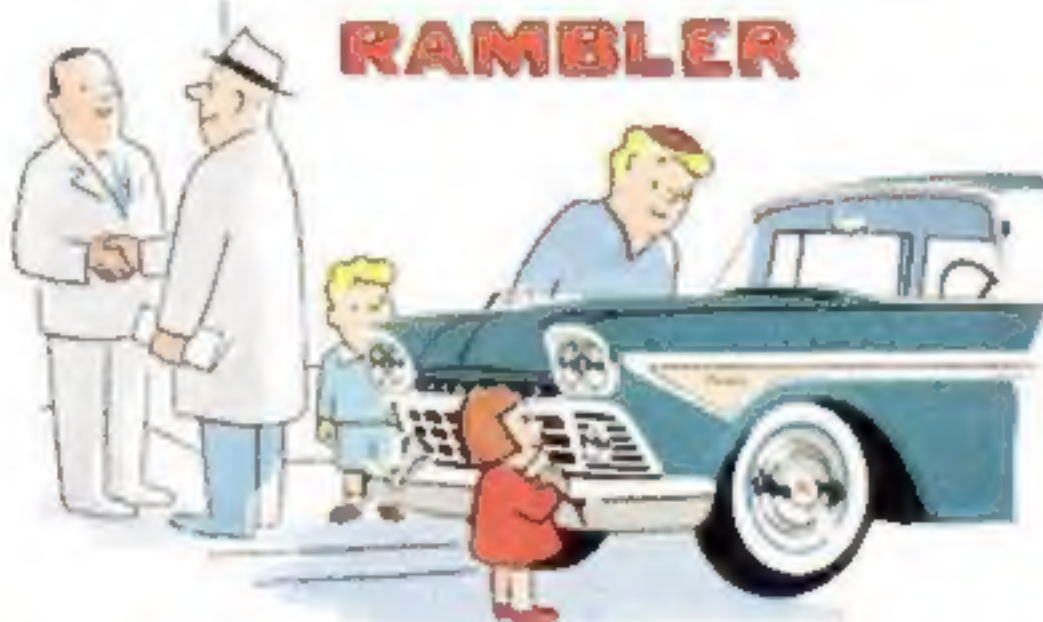
Then the children complained. "Somebody is robbing our piggy banks." And the parents said, "Someone's robbing our bank account, too."



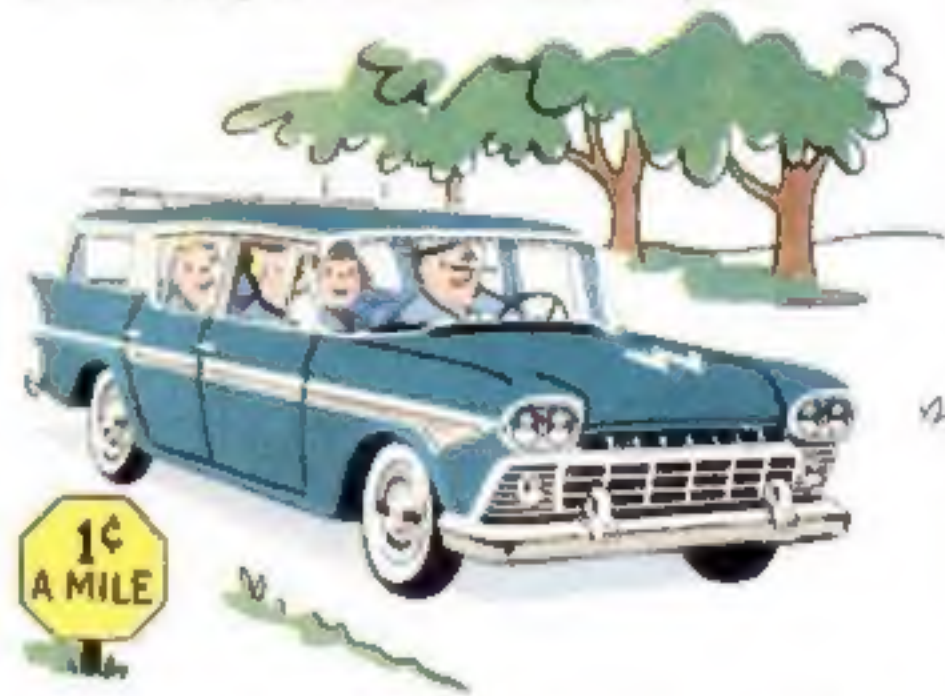
Finally they realized the bandit's 10-miles-to-the-gallon appetite, depreciation and other expenses were costing them about \$1,500 a year.



"We'll end up in the poorhouse," cried the man. "A little European car, maybe," said the wife. "Boo-hoo," cried the children. "Where would we ride, on the roof?"



Luckily, they heard about Rambler's superb economy and top resale. They tried it for size. "Why it's as roomy as our \$4,000 car," said the wife.



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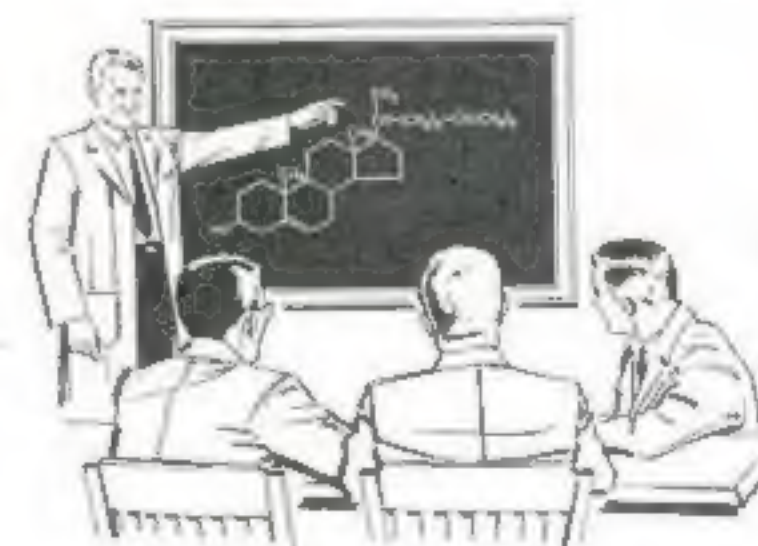
and treatment; new and better medicines—all are helping to make old age a healthier and happier time of life.

This heart-warming progress is another example of how expanding medical knowledge and better medicines are working together to bring new help and hope to people everywhere.

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... PIONEERS IN BETTER MEDICINES SINCE 1866



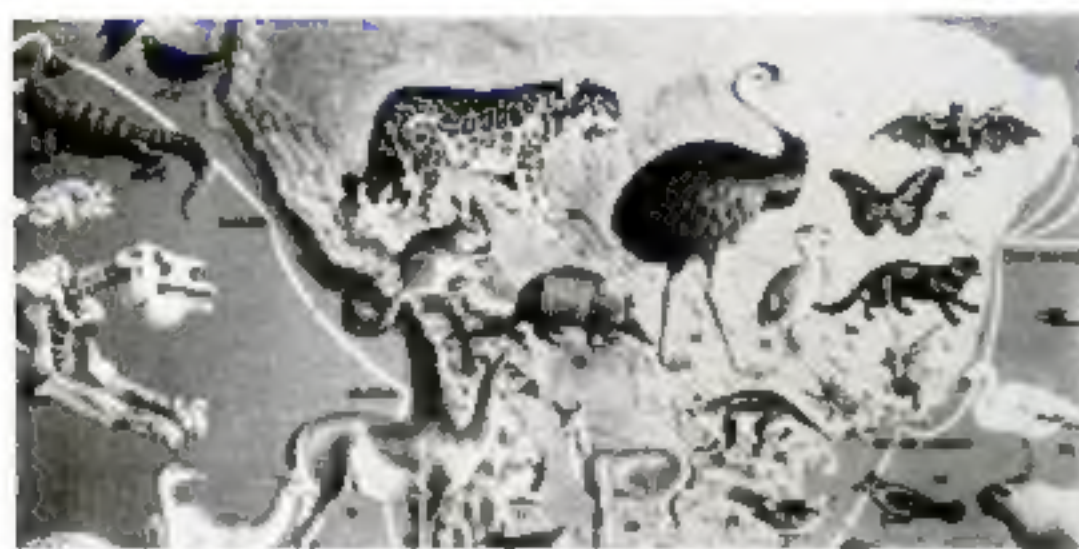
In the Parke-Davis laboratories, special research emphasis is devoted to the health problems of older people; for example, arthritis, hardening of the arteries, high blood pressure, and various forms of heart disease.

This One



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Darwin's great adventure 63



MAP OF "BEAGLE'S" TRIP SHOWS ROUTE, ANIMALS HE STUDIED

"The Wonders of Life on Earth," a new LIFE nature series, commemorates the 100th anniversary of Charles Darwin's announcement of the theory of evolution. In Part I Sir Julian Huxley tells how Darwin evolved his theory. Maps of his voyage on H.M.S. *Beagle* and color photographs show Darwin's life and work. In following issues LIFE will revisit the wild places and strange creatures that led Darwin to his momentous concept.

Adams and the G.O.P. 18

As President Eisenhower defends his No. 1 assistant, Sherman Adams, the embattled G.O.P. fights to regroup its forces and recapture lost prestige.



ADAMS ON THE SPOT

Ballooning Bardot boom 50

Brigitte Bardot, the most provocatively exciting female that U.S. moviegoers have seen in years, is not just one more naked girl. Paul O'Neill tells why.



BRIGITTE BARDOT

A brave blind boy 93

The profoundly emotional photographic portrayal of Mike Sibole who, blinded to save his life, has learned to live brightly and happily in his dark world.



MIKE SIBOLE

COVER

Sherman Adams presents his side of the case, President Eisenhower defends him and G.O.P. fights to regain prestige (see pp. 18-25)

THE WEEK'S EVENTS

- Sherman Adams, in or out? Republicans face a struggle over the White House's most controversial figure 18
- Hands across 18 long years: De Gaulle greets World War II Resistance heroes 28
- A state visit from Garcia: Philippines' president and his wife come to U.S. 31
- The grief of Cyprus: as riot victims are buried, a peace plan is scorned 32
- Jet-propelled "Grasshopper": back pack is an infantryman's booster 34
- A Look at the World's Week 37

EDITORIAL

- New martyrs in the oldest war 26

PHOTOGRAPHIC ESSAYS

- The Wonders of Life on Earth: the editors of LIFE present a new series exploring Charles Darwin's world of nature. Part I: Darwin discovers nature's plan. A voyage led the young Englishman to an epochal evolution theory. By Sir Julian Huxley 63
- A boy's last look at things to be remembered as, blinded, he enters a darkened world 93

ARCHITECTURE

- St. Paul's is restored in London 48

MOVIES

- Charged charms of Brigitte Bardot: a lot more than meets the eye. By Paul O'Neill 50

MUSIC

- The popular Purple People Eater: hit song inspires fantastic drawings 89

ART

- Old faces, hidden places: X-ray changes a Titian 100

FASHION

- Moslem robe on U.S. sands 103

SPORTS

- The rookie bull of baseball: Orlando Cepeda helps spark the Giants 110

PARTY

- A happy hunting time for summer "savages": 2,200 college students descend on Yellowstone National Park 113

OTHER DEPARTMENTS

- Speaking of Pictures: lovely June look 8
- Letters to the Editors 10
- Miscellany: an oversized itch 116

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26, 27—ERICH LESSING FROM MAGNUM, A.P., JOHN SADOVY
28—PIERRE BOULAT
31—HANK WALKER—U.P.I.
32, 33—LARRY BURROWS
34—ROBERT W. KELLEY
37—PARIS-MATCH—HAT FEIN FROM NEW YORK HERALD TRIBUNE
38, 39—THE DETROIT NEWS—OGGIL VINCENT MEROFF—U.P.I.
40—JOHN BLACKWELDER FOR THE CHARLOTTE OBSERVER—PUBLIFOTO FROM B.S.
41—MARK KAUFFMAN

50, 51—LOOMIS DEAN EXC. T. RT. AL TAYLOR
52—LOOMIS DEAN
57—UNIONED ARTISTS
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VOLUME 44, NUMBER 26

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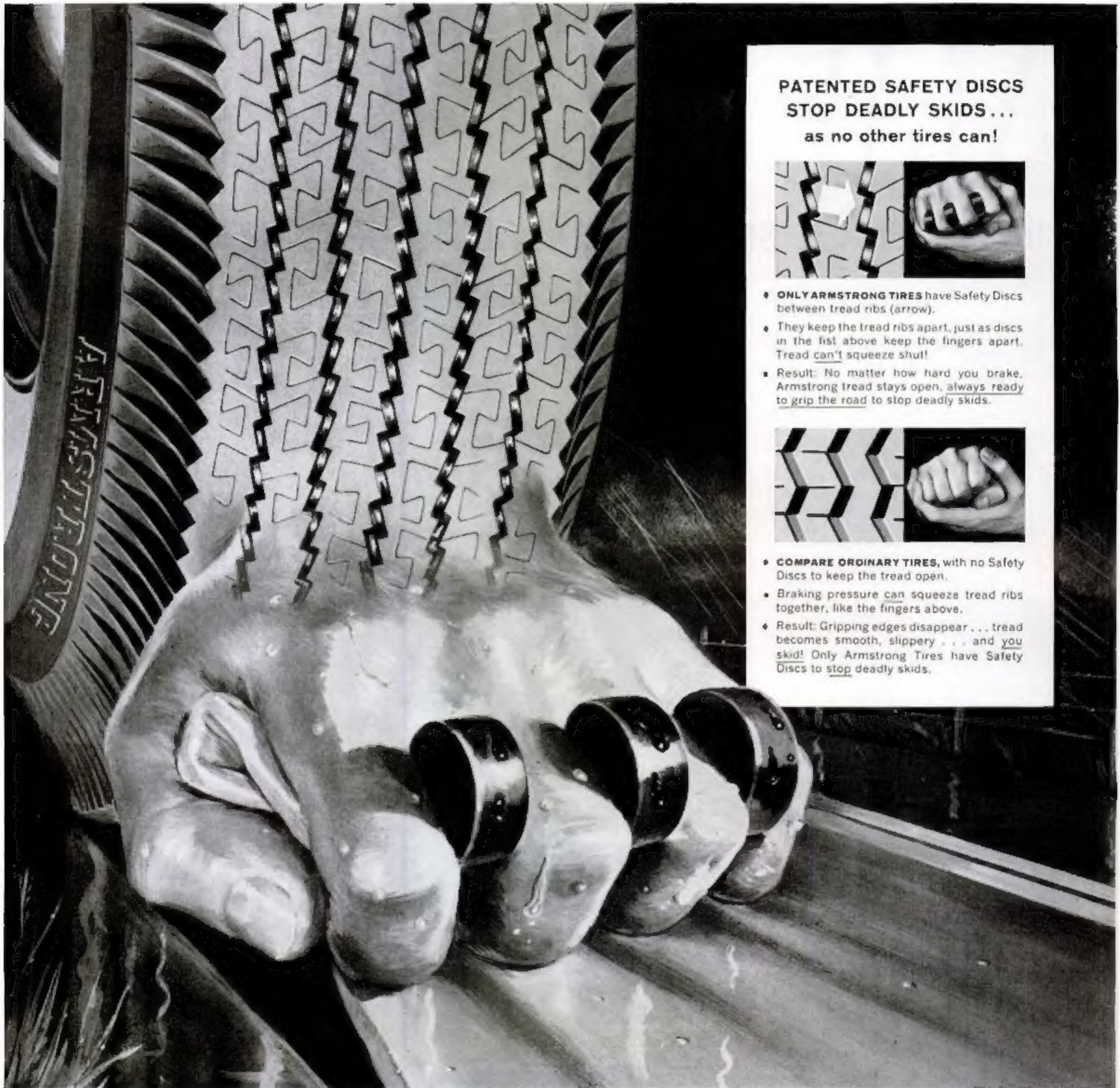
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Can you afford their services?

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The wise way to protect against the financial hardships of sickness and accident is through properly selected insurance policies designed to meet today's needs.

That is why Metropolitan is introducing *two* new policies which aim to help meet the heavy costs of major illnesses or accidents and apply to many items of expense not ordinarily covered.

The first of these new policies is intended for the individual or family who already owns one of the Metropolitan popular basic coverages for hospital



1. Pharmacist
2. Dietician
3. Ambulance Driver
4. Lab. Technician
5. Resident Physician
6. Surgeon
7. Family Physician
8. Roentgenologist (X-ray)
9. Nurse

and surgical expense. It provides a larger maximum amount payable in case of major illness or accident, where costs may sometimes run into thousands of dollars. It also provides the additional advantage of payments towards medical expenses incurred *at home*, including nurses' and doctors' visits.

The second new policy is designed for the individual or family not yet covered by one of the

Metropolitan popular basic medical expense plans. Like the first new policy, it is designed to help you obtain for your family the necessary medical care in those circumstances which are apt to impose a serious financial burden.

It, too, provides payment towards "at home" medical expenses. The benefits provided by both these new Metropolitan plans are at a cost within the average budget.

There is an insurance expert very near you—your Metropolitan Representative. Call him today. He will be glad to tell you in detail all the features of these two policies. He will welcome the chance to demonstrate that . . .

**Metropolitan service is
as local as Main Street . . .
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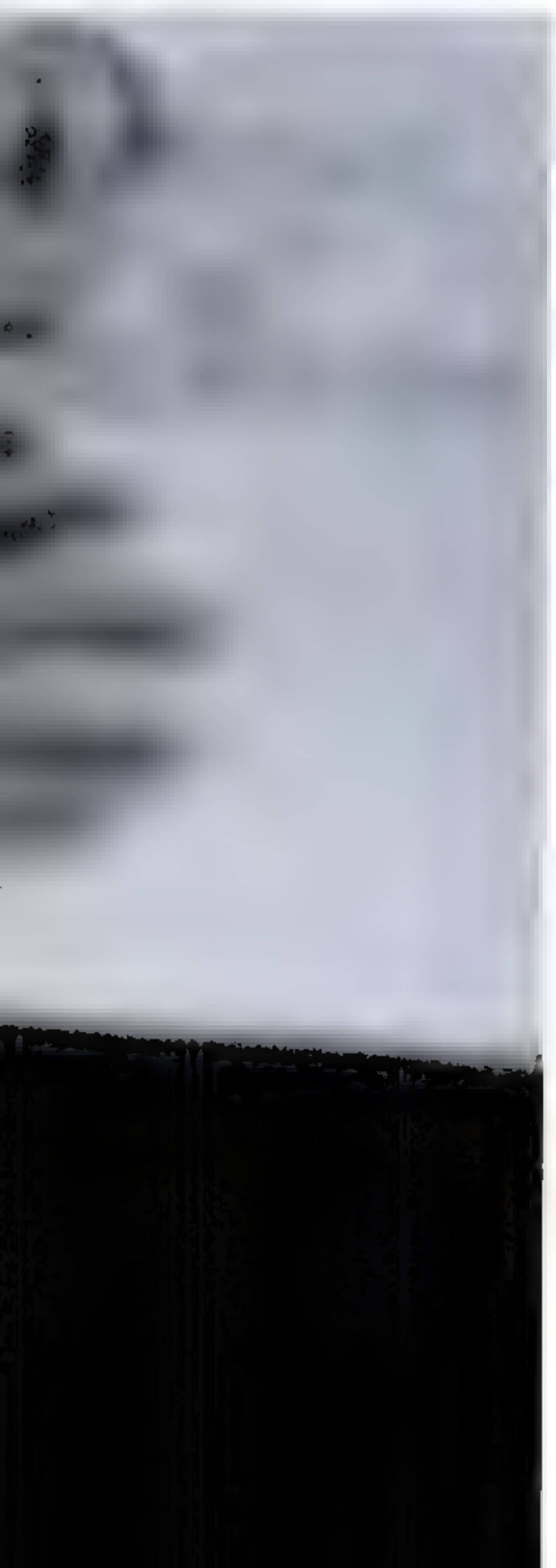
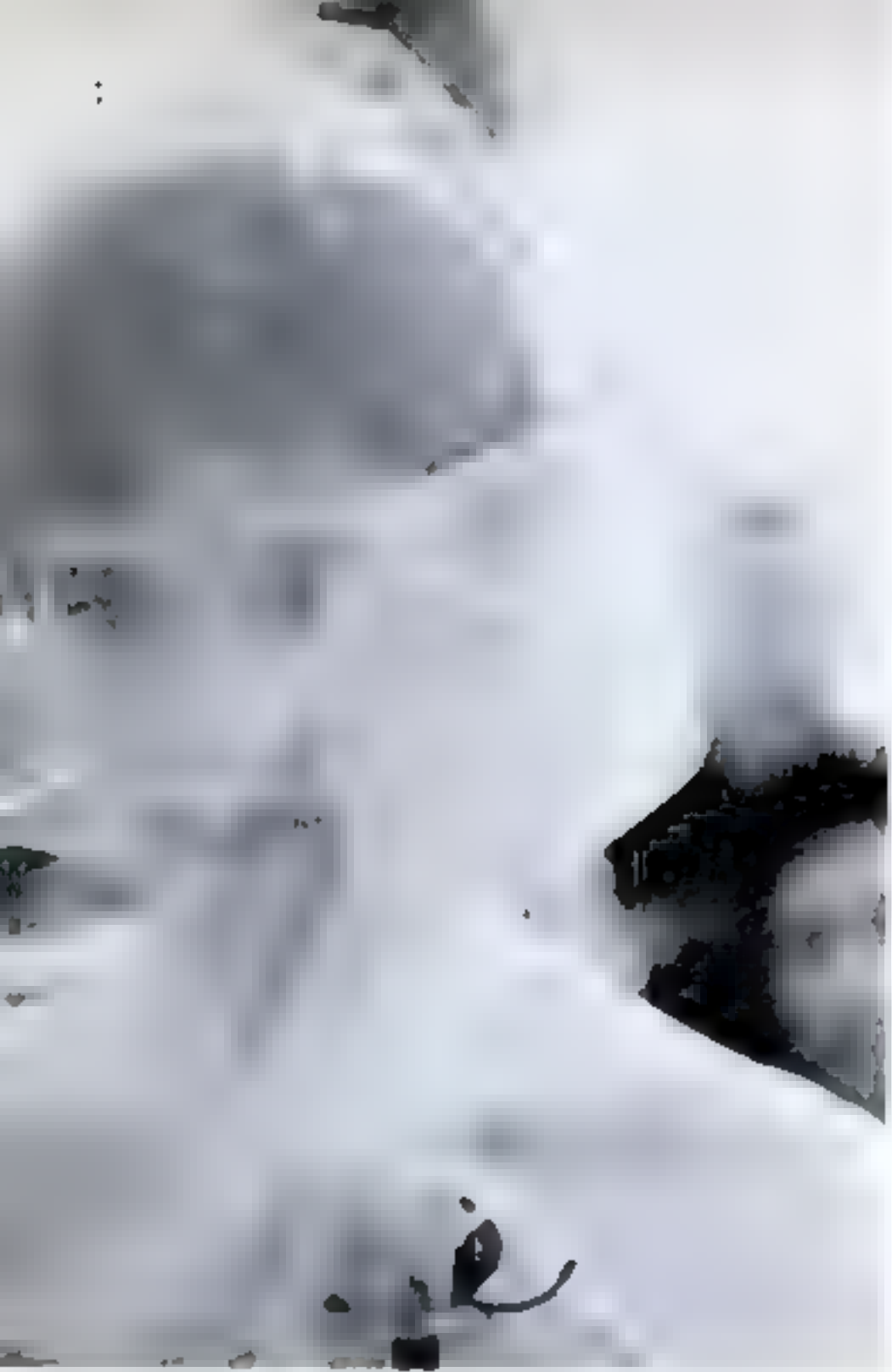


SPEAKING OF PICTURES

Lovely June Look

The radiant glow of a June bride during the solemn and happy moments of her wedding is never seen in full intensity by anyone but the groom. But when David Toor stood up to marry Marcelle Lapow at Elmont, Long Island, a family friend, Leo Stashin, photographed over his shoulder to capture these luminous close-ups of the bride. The lighthearted look Marcelle wore with admiring girls before the ceremony was serious during Jewish vows (*right*), then shy as she looked at her new husband (*far right*). Before kissing him (*below*) she licked sacramental wine from her lips. At her reception she laughed over a toast (*right below*), said she felt calm through the ceremony but couldn't remember what had happened.





LETTERS TO THE EDITORS

THE THIRD FORCE

Sirs:

For years the Pentecostal movement has been displayed as a bunch of ignorant, illiterate lunks. *LIFE* played it straight ("The Third Force in Christendom," *LIFE*, June 9). Your article was great.

GEORGE CARR

Warren, Ark.

Sirs:

Thanks for "The Third Force in Christendom." It said what needed to be said. It is important to remember that these various church bodies are fairly new. They are to our day what the Baptists and Methodists were 100 years ago.

The new group has the vitality, the vigor and the enthusiasm of youth.

F. L. DREXLER

Mill Valley, Calif.

Sirs:

This stuff went out ages ago. You could have at least had these people dress in breechcloths and paint their faces before you photographed them.

MALIN F. FOSTER

Ogden, Utah

Sirs:

Seldom has *LIFE* published anything which establishes with such startling clarity the simple fact that people are damned fools.

ALVIN FICK

Fort Johnson, N.Y.

Sirs:

LIFE says the Churches of Christ ban musical instruments because they are unmentioned in the Bible. They are mentioned in the Bible. We ban instruments because Christ and the Apostles did not authorize them in the original church. You also say the church code is so strict that Pat Boone refused to kiss his movie heroine. There is no such rule. Members follow their own consciences.

BURTON COFFMAN
Minister

Manhattan Church of Christ
New York, N.Y.

Sirs:

"Third Force's Lessons" by Dr. Van Dusen (*LIFE*, June 9) was an example of refreshing objectivity. At a time when most educated religionists are able or willing to see only the deficiencies of those "fringe sects," Dr. Van Dusen's evaluation shows not only profound insight, but also genuine humility.

TIMOTHY FETLER, Ph.D.
Santa Barbara, Calif.

LA BELLE NOELLE

Sirs:

"La Belle Mademoiselle Noelle" (*LIFE*, June 9) has three pictures of Noelle Adams' legs in pants, two in dresses, one of her legs hidden by plumage and one fuzzy shot of her exercising her "celebrated limbs."

A lovely story, nice pictures, but why did not "two of the prettiest legs ever to dance their way out of Paris" also dance their way into *LIFE*?

GIL LA ROCHE

Ste. Adèle-en-Haut, Que., Canada



NOELLE'S LEGS

Sirs:

Having read your criticism of Françoise Sagan's *Le Rendez-vous Manqué* as "an imported French ballet of questionable taste and unquestionable dullness," I wonder how one magazine can reflect so much bourgeois opinion.

JAMES M. MEAD

Gales Ferry, Conn.

EDITORIAL

Sirs:

After reading your editorial it is a comfort to know that perhaps there may be another "straw ally" to join the U.S. and Britain in our Free World fight ("De Gaulle: The Risks, The Rewards," *LIFE*, June 9).

Let us hope that the U.S. does not, in its effort to help, come forward with statements and foreign policies that will hinder the success or failure of this purely French rejuvenation. It is often the case that well-meaning, strong adults spoil a potentially successful child.

SALLY B. MCCAULEY

Warrensburg, Mo.

Sirs:

For those who believe that the democratic process contains the best opportunities for the progress of mankind, the recent events in France are saddening.

It is also tragic to see such a great magazine as yours give these tragic events such a monstrously distorted interpretation as your editorial.

Now, after almost 170 years of striving to perfect their democracy, the French people have bowed their knees to the demands of a clique of mutinous army generals.

JOSEPH E. KORVICK

Miami, Fla.

motor oils of the
space age
for your car



For your engine, motor oil quality and performance as advanced as America's newest missiles. The kind of performance you naturally associate with D-X Sunray's modern leadership in petroleum research and development — ahead today, setting the pace for tomorrow... By the makers of D-X Boron Lubricating Motor Fuel.

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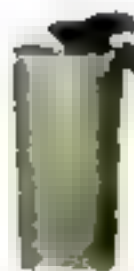
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Easy ways to give the simplest suppers that cosmopolitan flair

Smart hostesses from Murray Hill to Nob Hill know this secret of success: keep the dinner simple and add a real flourish with the easy-to-fix drinks shown here. Your parties will be the envy of the neighborhood. But why not see for yourself?



GREEN MINT JULEP

3 oz. bourbon, ½ oz. Hiram Walker's Green Creme de Menthe. Fill tall glass or mug with shaved ice and stir gently until outside is frosted. Decorate with sprig of mint leaves and green cherry.



ALEXANDER

1 oz. Hiram Walker's Brown Creme de Cacao, 1 oz. London Dry Gin, 1 oz. fresh cream. Shake well with cracked ice and strain into cocktail glass. Sprinkle nutmeg on top.



BLACKBERRY FRAPPE

Pour 2 oz. Hiram Walker's Blackberry Flavored Brandy over cracked ice in cocktail glass. It's so easy. The taste—the natural flavor of fresh-picked blackberries.



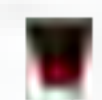
BLACKBERRY SOUR

1½ oz. Hiram Walker's Blackberry Flavored Brandy, juice of ½ lemon. Shake with cracked ice and strain into "sour" glass. Add squirt of soda.



CARUSO COCKTAIL

¾ oz. London Dry Gin, ¼ oz. French (dry) Vermouth, ¼ oz. Hiram Walker's Green Creme de Menthe. Stir well with cracked ice and strain into cocktail glass.



TWO-STRIPER

¾ oz. Hiram Walker's Brown Creme de Cacao, ¾ oz. Hiram Walker's Green Creme de Menthe. Pour Creme de Cacao first. Then add Creme de Menthe, pouring it gently down inside of glass. The specific gravities will separate the two layers.

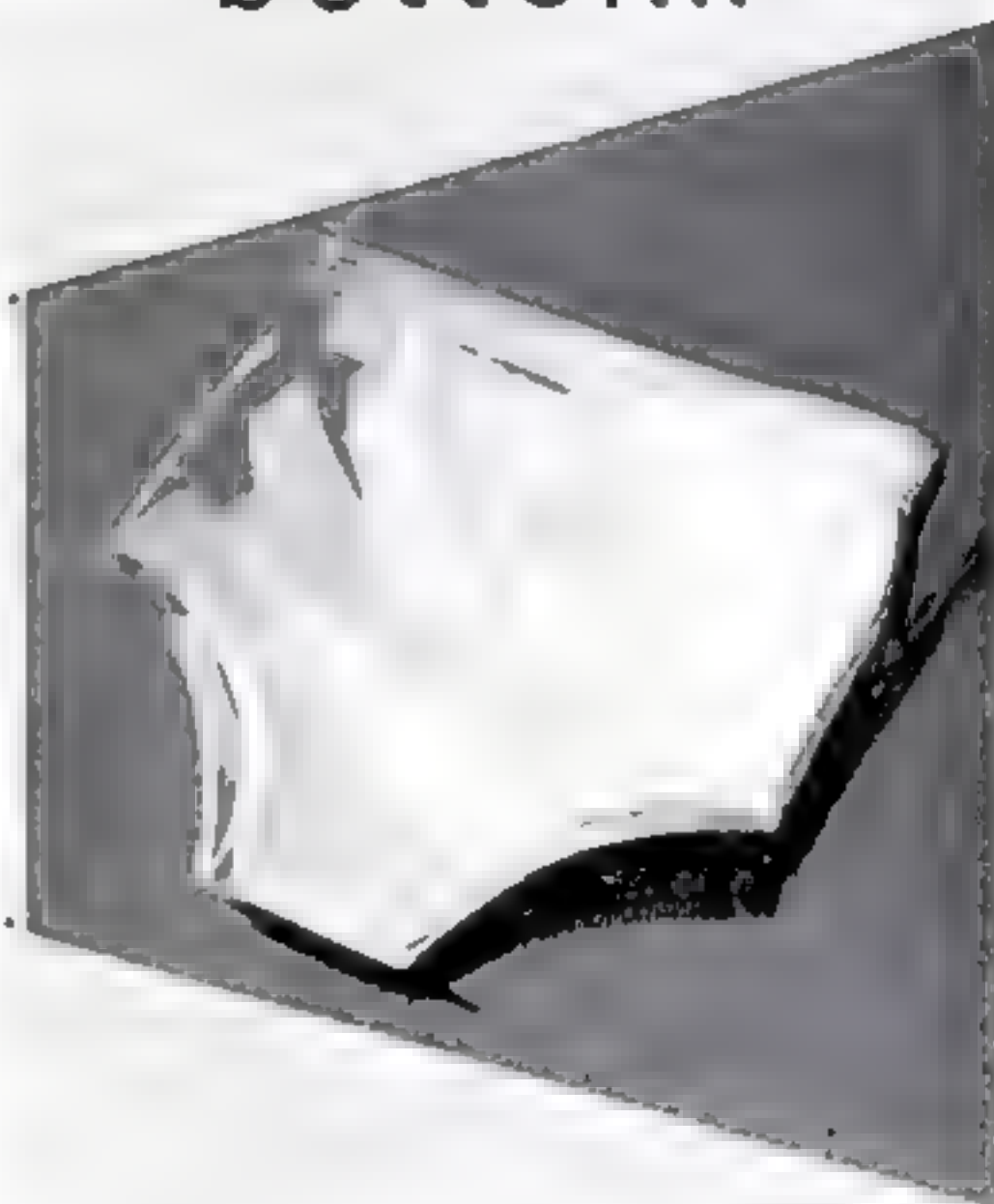
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CORDIALS

A Rainbow of Distinctive Flavors

Creme de Cacao, Creme de Menthe, 60 proof; Blackberry Flavored Brandy, 70 proof; Distilled London Dry Gin, 90.4 proof. Made from 100% grain neutral spirits. Hiram Walker & Sons Inc., Peoria, Ill.

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LETTERS TO THE EDITORS CONTINUED

UNKNOWN HEROES

Sirs:

The eeny-meeny-miney-mo technique of choosing the unknown victims was seemingly democratic ("The End of a Search for Unknown Heroes," *LIFE*, June 9). Exhuming dead men and then jettisoning the unwanted candidates in the Atlantic was barbarous.

D. FIXA

San Francisco, Calif.

Sirs:

On page 43 there is the following caption:

"Buried at sea, one of two World War II dead is cast from the *Canberra* after prayers of four faiths."

I attended the ceremony for the Unknowns at Arlington Cemetery and recall hearing only prayers recited in three faiths: Catholic, Protestant and Hebrew.

ROBERT E. ROOD

Sharon, Pa.

Sirs:

Was the fourth faith the Eastern Orthodox Church?

DR. THOMAS ADAMS

Akron, Ohio

Yes.—Ed.

THE MACMILLANS

Sirs:

Was thoroughly inspired by Robert Oughlan's well-written article on the Macmillans ("The Macmillans of Sussex and Indiana," *LIFE*, June 9). It certainly brings a different insight as to what makes a man tick, especially a prime minister.

BERNARD SCHWARTZBERG

Inglewood, Calif.

PROM WENT ON AND ON

Sirs:

The "Warriors" of our Mariemont High School are sending up smoke signals of pleasure and of thanks to *LIFE* for immortalizing their prom ("The Prom Went On and On," *LIFE*, June 9).

However, Mariemont High School did not "sponsor an all-night prom." The parents take over all sponsorship and responsibility after the traditional school-sponsored prom closes at 1:00 a.m.

ROBERT A. MARTIN
Principal

Mariemont High School
Cincinnati, Ohio

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Sirs:

If these proms last much longer, couples will have to be married before they can attend.

JAMES J. KAYANAUGH

Flint, Mich.

COSTLY WHITEWASH

Sirs:

Congratulations for your article answering Ernst's report on Murphy and Galindez ("Costly Whitewash of Black Charges," *LIFE*, June 9).

As an Argentine citizen I'm proud to find in America a magazine like yours.

I sent the article to my friends in Buenos Aires just to prove that in this country we have good friends of Latin America.

EUGENE ALONSO

Overbrook, Pa.

Sirs:

Glad to see that *LIFE* is following through on such cases as the Galindez-Murphy affair. I've often wondered what was done about this case, fearing that it might have traveled the paths of oblivion so familiar to "touchy" cases.

It's good to know that there are some people and magazines, like Congressman Porter of Oregon and *LIFE*, who are not scared off by strongmen such as Trujillo. Keep up the good work.

VIRGINIA WIND

Lansing, Mich.

SACKS BY THE SEASHORE

Sirs:

Isn't it possible when taking fashion pictures to have larger bathing suits or smaller models ("She Shall Wear Sacks by the Seashore," *LIFE*, June 9)?

MRS. SANFORD SCHAFFELL

Los Angeles, Calif.

RONALD COLMAN

Sirs:

I was very much astonished to see, among some enchanting pictures of my husband, Ronald Colman, a quote from a letter of mine to a magazine ("The Departure of a Debonair Star," *LIFE*, June 2).

It was almost unbearably ironical to see, as a sort of epitaph, what was written to a magazine in a moment of such lighthearted indignation really more to amuse Ronnie than abuse the magazine.

He had laughed and said, "Well, thanks, that's wonderful, but it's a bit rude to them. Do you really think you should send it?"

I take it you sympathized with my views—otherwise you would not have printed them—and of that I am glad at a time when there is very little for me to be glad about.

BENITA HEME COLMAN

Santa Barbara, Calif.

MISCELLANY

Sirs:

After seeing your Miscellany picture of the "Window Washer Cutting Corners" by straddling walls instead of climbing in and out of windows, all I can say is: that's the height of laziness!

MIKE SETZER

Baltimore, Md.

all tan...no burn!



new TARTAN 21

FIRST AND ONLY: *won't stain fabrics...guaranteed!**

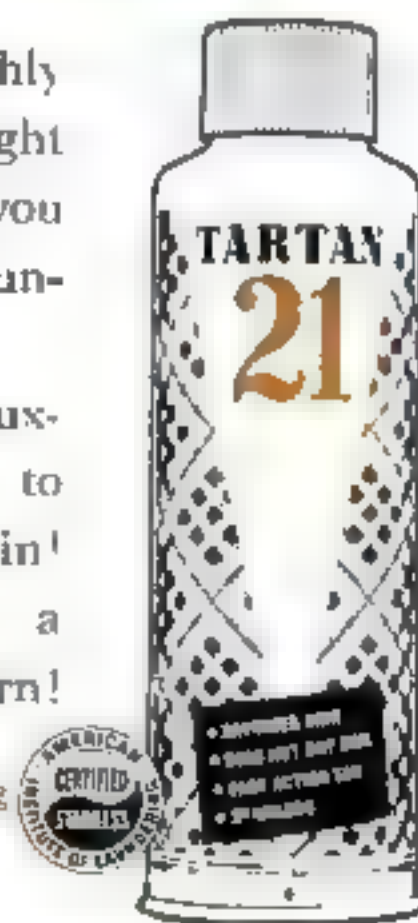
FIRST AND ONLY: *vanishes into skin for full protection!*

The first suntan product that is thoroughly absorbed—down through the first layer, right to the second layer of your skin. It gives you a new, deep kind of protection against sunburn and wind parching.

This deep penetration softens the skin luxuriously. Leaves no sticky, messy grease to block tanning rays. Tartan 21 invites them in! Gives you a faster, longer lasting tan; a beautiful sun-gold tan. All tan...no burn!

*Certified by the American Institute of Laundering

BETTER . . . by McKESSON



FRESH FROM *Kellogg's* OF BATTLE CREEK

**Nobody—
not even Kellogg's—
has ever been able to make
another cereal folks like
as well as...**

Kellogg

CORN FLAKES



WHICH?

Usually, the *which?* is quickly followed by a *whisk!* and away the goods go. Have you ever noticed how sure-handed, sure-minded, most self-service shoppers are?

Yet look at the mountains of goods they must choose from. And there are few clerks, if any, on hand to help them.

Today, one force perhaps more than any other makes shopping the wondrous, well-guided tour of

products it is. You know this force as advertising.

Certainly, the ads in a magazine like this one make your shopping easier. They take just a few minutes of your time to give you the facts you need to buy intelligently.

And they assure you quality products. The advertisers know they must make, and sell, the best. For they know their well-informed audience can, and will, reject anything less.

Another example of how advertising helps everybody. TIME INC., publisher of LIFE, TIME, FORTUNE, SPORTS ILLUSTRATED, HOUSE & HOME, ARCHITECTURAL FORUM and International Editions of LIFE and TIME.



SHERMAN ADAMS FACES HOUSE SUBCOMMITTEE

PARTY FACING A STRUGGLE SHERMAN ADAMS, IN OR OUT?

It had been a tough three weeks for the G.O.P. First came the drubbing from the Democrats in California, then the disclosure of gifts to Presidential Assistant Sherman Adams. The party fell so low in strength and prestige that one Republican wryly remarked there was no place to go but up. As the G.O.P. set itself to regroup and win back its strength, the No. 1 Republican drew the lines for the fight. Before a packed press conference, President Eisenhower admitted Adams had been imprudent. But, said the President, his basic honesty was unquestioned and unquestionable. "I need him," said Eisenhower, and he would stay.

That set the presidential strategy: to ride out, rather than bow before, the storm of political pressure. But that strategy set up a battle within the Republican party. Senator Knowland cried that Adams should go. Senator Arthur Watkins, regarded as the conscience of his party after his role in the censure of Joe McCarthy, said Adams' usefulness was "impaired if not completely destroyed." Republican state chairmen, who had come to Washington for a precampaign pep session, were sharply divided (p. 21) on whether Adams should stay in or get out.

Adams himself had tried to recoup by appearing before the House Subcommittee which revealed his gifts from Bernard Goldfine. He admitted he should have acted "a little more prudently" in contacting federal agencies for Goldfine. But his mistakes, he said, were "of judgment, not of intent." To his defense and to the President's side came a powerful ally, Vice President Nixon. Speaking of the happy ending to a similar misfortune of his own, Nixon sought to steady the Republican troops. Don't panic, he warned the state chairmen. "The trouble with Republicans is that when they get in trouble, they start acting like a bunch of cannibals." The man in the stew, Adams himself, paid a surprise visit to the chairmen (far right), a clear sign that he wanted to stay on the job.

A CENTRAL QUESTION at Eisenhower press conference is asked by New York Times's James Reston: would the President approve other officials' doing what Adams did? Eisenhower said he expects highest standards of conduct from all





ADAMS ON RARE MISSION, SEEKING FRIENDS

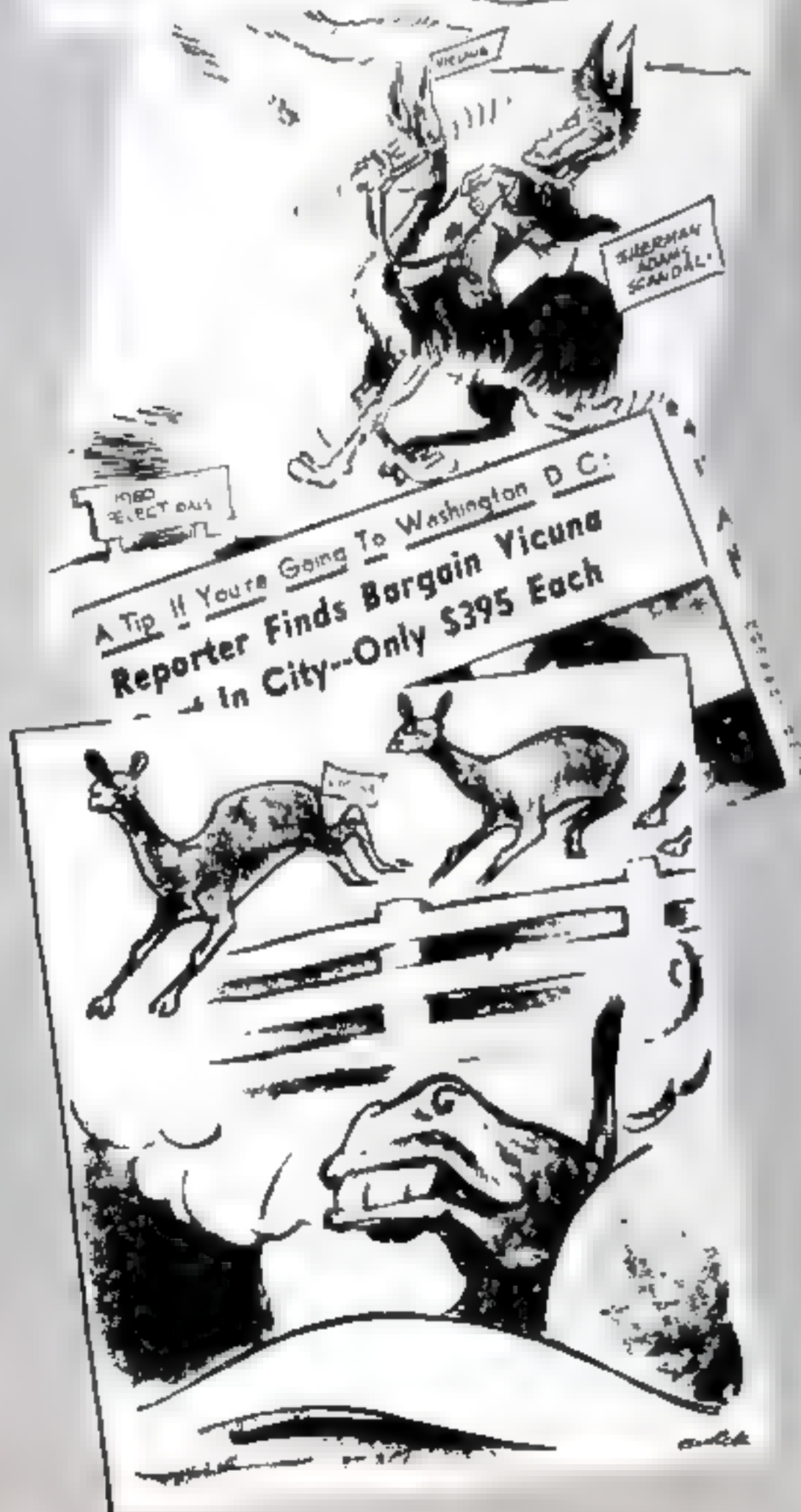


POLITICAL HOBNOBBING brings Adams out to party for G.O.P. chairman. He drew a coldly polite group of questioners (top), tried cold turkey (middle) with National Chairman Alex. Aborn (left) found a back-slapping circle of friends.

VICUNA



A Vickoonya Can Roonya at \$500



A NEW FAD: ALL ABOUT VICUÑAS . . .

A little lamb that went everywhere with Mary had nothing at all on the vicuña that is now forever identified with Sherman Adams. The vicuña coat he got from Bernie Goldfine has taken its place in U.S. lore as a new, damaging political symbol. It showed up (left) in cartoons and advertisements. A Democrat noted happily, "It's the sort of thing that just falls naturally into a speech." The Republicans knew that too, and an exclusive LIFE poll of state chairmen (opposite page) showed it.

It was the vicuña label more than anything else that shook up the state leaders, despite the Vice President's reassuring words (below). TIME-LIFE Washington Bureau Chief Jim Mc-

Conaughy wrote, "What Sherman Adams has done is to commit the unpardonable sin by this town's standards: he has become politically ridiculous . . . the moralist who has dented the moral code, the crackerjack administrator who has lost his audience's respect."

That might become decisive in whether Adams, whose background and personality are examined on the following pages, would now stay in office. "I cannot do this job," he told a friend, "unless I can work with Congress. . . . Will they want to talk with me?" As he sweated out the answer to that, the House Subcommittee was readying questions for Bernie Goldfine, who has promised to testify July 1.



AN EXPERIENCED ADVISER. Nixon entertains G.O.P. leaders at home: (center), Ruth Nash, pub-

licity worker, Alabama Chairman Claude Vardaman. He reminded them he had survived certain troubles.



BOLTS FROM BERNIE—cloth made in a Goldfine mill, given all governors at their 1933 conference in



Chicago is displayed by Governors Victor Anderson of Nebraska (left), Joe Foss of South Dakota.



... EXCLUSIVE POLL OF HOW G.O.P. CHIEFS VIEW ADAMS

When 42 Republican state chairmen, 37 of whom are shown above with National Chairman Meade Alcorn (seated right) were polled by LIFE, the party's division of opinion on Sherman Adams became clear. The question, should Adams resign? The tally 13 said yes (Y), 12 said no (N), 17 were undecided or, significantly, had no comment (U). The men pictured here with a determined display of smiles, are: 1 Wirt A. Yerger, Miss. (Y); 2 N. Bryant James, La. (U); 3 George I. Bloom, Pa. (U); 4 Alphonzo Bell Jr., Calif. (N); 5 George

L. Hart Jr., Washington, D.C. (U); 6 James F. Short, Ore. (Y); 7 Daniel Loachery, W. Va. (Y); 8 Richard H. Shaw, Colo. (Y); 9 Claude Jasper, Wis. (U); 10 Ben C. Henley, Ark. (N); 11 Samuel L. Bodine, N.J. (U); 12 Harry T. Thorson, Wyo. (N); 13 Glen Rhodes, S. Dak. (U); 14 I. Lee Potter, Va. (U); 15 Thad Hutcheson, Texas (U); 16 Ellwood S. Leach, Del. (Y); 17 William Treat, N.H. (N); 18 Walter M. Smith, Vt. (U); 19 G. Harold Alexander, Fla. (U); 20 William Broomhead, R.I. (U); 21 Rep. Carroll Reece, Tenn. (U); 22 W. B.

Shartzer, Ga. (U); 23 H. K. Wangelin, Mo. (N); 24 Clarence F. Baldwin, Conn. (N); 25 L. L. Jurgemeier, Iowa (U); 26 Gregory D. Shorey Jr., S.C. (Y); 27 Claude O. Vardaman, Ala. (N); 28 Ray C. Bliss, Ohio (U); 29 Richard E. Spelts Jr., Neb. (Y); 30 Thomas G. Judd, Utah (Y); 31 John W. Tyler, Okla. (N); 32 Emery Graunke, Nev. (N); 33 William E. Cobb, N.C. (Y); 34 Arnold S. Wang, Wash. (Y); 35 D. Eldred Rinehart, Md. (U); 36 Stanley Guyer, Ill. (N); 37 Lawrence B. Lindemer, Mich. (Y); 38 National Chairman Alcorn (N).



FORMER CO-WORKER when Adams was in the lumber business, Clyde Stewart says, "His heart is as big as a bucket. . . . If anybody really convinced me Sherm Adams was dishonest, I'd cut my throat."

Sherman Adams CONTINUED



ONETIME BOSS Dan Walsh was superintendent of lumber mill. "Sherm would often be up at five," he recalls, "warming up his old Ford. You couldn't find anybody more enthusiastic about his work."



TOWN'S LUMBER MILL, now owned by Framonia Paper Corp., is in heart of Lincoln. Adams first went

ADAMS' FATHER CLYDE, 82, OF PROVIDENCE, R.I.,



GAS STATION OPERATOR Hollis Drake, of nearby North Woodstock, found Adams tight-fisted. "He will always let the other person pick up the check," says Drake. "even if it's only for ice cream cones."



POSTMASTER, Mrs. Mary Nichols says of Adams, "I certainly like him and haven't changed my opinion because of all this fuss. He should never have gone into this politics. He's just too nice a person."



LUMBER EXECUTIVE Edwin Gilman worked with Adams as woods boss for years. "He could be tough, but if you got used to it you liked him more and more." He thinks Adams was unwise to make calls.



NEAR NEIGHBOR Karl Norcott lives two doors up the street from Adams' house and says, "Sherm's one of the best businessmen I know. His word is tops. Black is black with him and white is white."

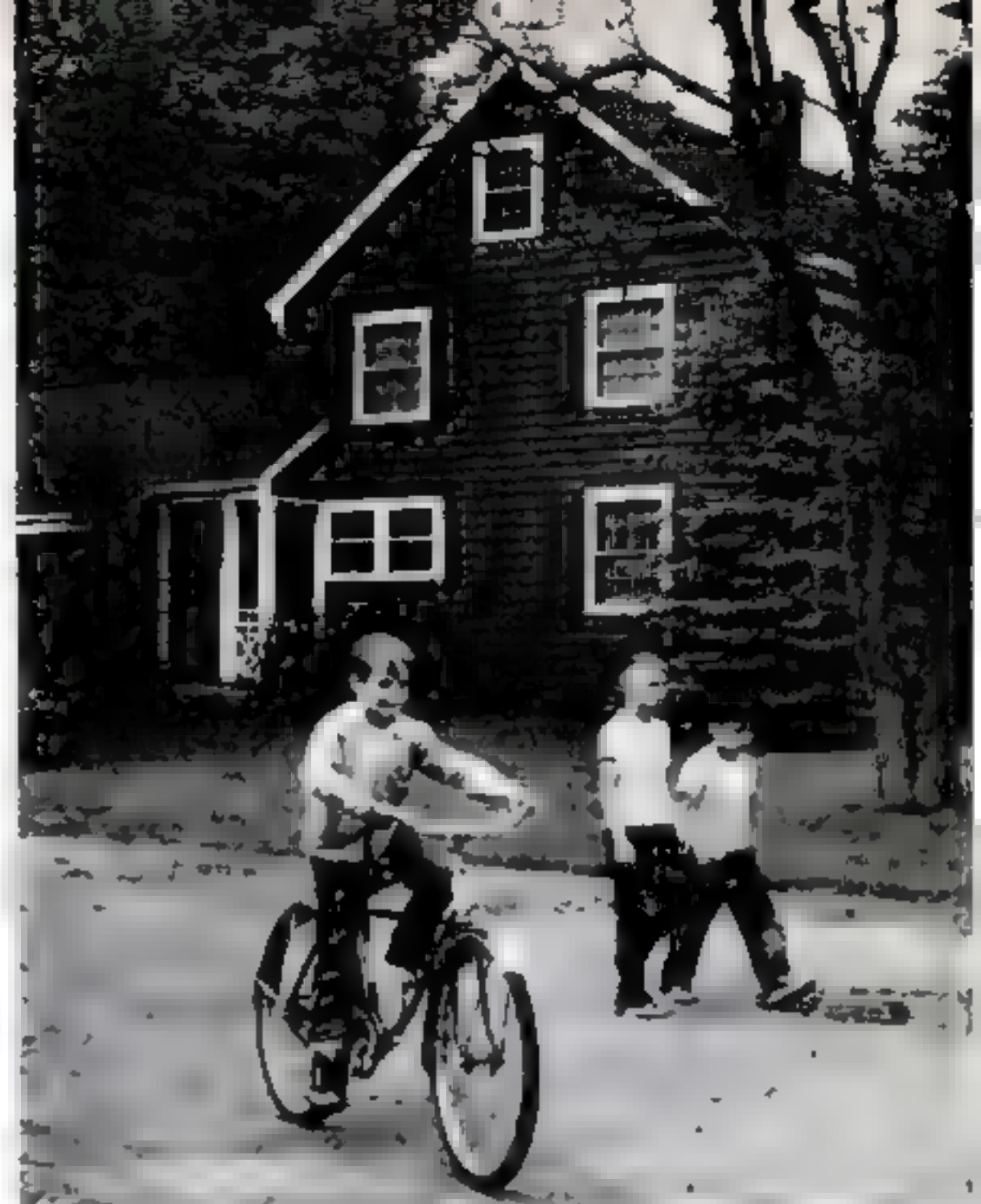




to work as labor recruiter, became general woods manager and held the job until he entered politics.



ADAMS' CHURCH is Lincoln's interdenominational Union Church. He sang in the choir, was a deacon



ADAMS' HOME, which he still owns but now rarely gets to see, is a modest, two-story frame dwelling.

CALLS THE FUSS "A HELL OF A SHAME," SAYS, "I WISH THAT SHERMAN WERE AS GOOD-NATURED AS I AM"



A MAN'S DEEP YANKEE ROOTS

An analysis of the most controversial figure in politics today, based on reports from TIME-LIFE correspondents across the U.S.

The public image of Sherman Adams is personified by the small New England town on these pages. It is Lincoln, N.H., where Adams lived in a simple frame house, worked hard for a lumber company and is still remembered by the townspeople.

New England is justly famous for characteristics that have helped shape the American tradition: thrift, laconic speech, faith in hard work, honesty, independence and a horror of flamboyance. But New England is also tormented by another tradition that has sometimes warped its people: poverty, harsh weather, the acid Yankee tongue. Although Sherman Adams is frequently characterized as the embodiment of the first tradition, he is actually an amalgam of both.

It is not quite correct to say that he (like his friend Goldfine) came up "the hard way." He is a Dartmouth man who went to work for one of New Hampshire's big lumber companies and got into politics because the lumber company decided he should go to the legislature. His interests are not those of an ex-lumberjack. He has, for instance, an intensely emotional interest in classical music.

Still, he has known abrasive years. His parents separated when he was a child, and during summers he worked on rocky Vermont farms. He is physically tough, and when he was young he led a rough life in the woods: a log bashed out his upper front teeth, a kicking mule fractured his sinus and he spent days in icy water during log drives.

It seems quite possible that from his years among loggers he inherited some of their own pride in savage toughness. In his role as presidential assistant he has made a point of bluntness. In many a telephone conversation he

Sherman Adams CONTINUED

simply barks orders without introduction and then hangs up, leaving the recipient, often a fuming senator, dangling on a dead wire. He has harassed secretaries to tears. He may end a conference with an explosive: "I hope you're getting something out of this conversation, because it's about to end."

Few men alive could measure up to the awful specifications Adams publicly set for himself and demanded of others. It was he who mercilessly denied Air Force Secretary Harold Talbott any chance to defend himself when Talbott was forced to resign for soliciting business for his engineering firm on Air Force stationery. It was hard, however, not to feel that Adams could have struck some of his attitudes simply for calculated effect, for certainly he is a calculating man.

He has served President Eisenhower with an almost masochistic devotion. He has been almost pathologically meticulous in small matters: for years in the White House he used his old stationery carrying his name and one-time title of Governor of New Hampshire (scrupulously altered by his own hand to read "ex-Governor"), and he is unwilling to let a secretary place his long-distance calls through the White House switchboard lest they be charged to the government's account rather than to his personal bill.

At the same time he can be crassly practical. One of his original reasons for backing Eisenhower for the presidency was that he looked like "the fastest horse in the stable." His criticism of the morality of others extended at one point during the first Eisenhower campaign even to Senator Robert A. Taft, but when the uproar over Nixon's expense accounts broke in the newspapers, it was Adams who suggested that Eisenhower "sit tight and wait." Last week he used the same words in suggesting an Administration policy for his own case.

One must conclude that he had no single, simple "reason" for his behavior in the Goldfine case. Adams is all sorts of men. He inspires intense dislike; but he also inspires great loyalty, both from the White House staff and from his wife Rachel (*right*), a popular, spirited woman who has the rare ability to stand up to Sherman Adams. He is a parsimonious fellow who is capable of quiet "little charities." He is a cold-eyed martinet who likes square dancing, an unpretentious man who nevertheless enjoys wearing loud shirts and bright yellow waistcoats.

It is inconceivable, however, that a man like Adams did not eventually know that his friend Goldfine was capable of what can only be described as astute practice in business. It is inconceivable that so shrewd a politician was not aware that his friend Goldfine was also friends with a good many other politicians. It is inconceivable that Adams would not ask himself if all these other friendships, too, were based on selfless admiration. But all of us forgive things in ourselves which we do not condone in others, and it is conceivable that Sherman Adams thought that anything Sherman Adams did was above criticism.

Last week Adams refused to discuss his personal feelings. If his reputation had been damaged, his nerve did not seem to be. He seemed tense, cheerless and physically exhausted. But he kept trying to play out a self-ordained role.

LOYAL WIFE, Rachel Adams, photographed by Paul Schutzer, follows her husband from House hearings. Her face reveals both worry and adulation.



LEOPOLD OKULICKI

JAN JANKOWSKI

JAN MASARYK

HELIODOR PIKA

MILADA HORAKOVA

VLADIMIR CLEMENTIS

NIKOLA PETKOV

KOSTA LULCHEV

DIMITER GICHEV

TRAICHO KOSTOV

KOCE KOKE

NAKO SPIRO

NEW MARTYRS IN



IMRE NAGY, PREMIER OF FREE HUNGARY

The names at the top of this page are war dead. Theirs is the oldest continuous war in the world today: that between the people of Eastern Europe and their alien Russian rulers. The four names that joined the list last week—Nagy, Maleter, Gimesz, Szilagy—are victims of the most shocking atrocity in that war since the suppression of the Hungarian revolt of 1956.

Americans who saw pictures and reports of that revolt (LIFE, Nov. 5 and 12, 1956) will not soon forget the incredible courage of the Hungarians, or the treacherous brutality with which the Soviets subdued it. Hungary's resistance was overpowered. But Soviet treachery, which now announces the "trial" and execution of these men, goes on. General Maleter was betrayed and kidnaped while negotiating a truce. Nagy, also betrayed into capture, was the last legal premier of Hungary. In its stinging report of last year, the U.N. condemned both Moscow and its puppet Kadar regime in Budapest for this conspiracy and invasion. With U.N. resolutions for Soviet troop withdrawal and for free elections in Hungary, Kadar has refused to comply. He even refused for over a year to answer questions about Nagy and Maleter—until this spine-chilling announcement (from Moscow) of last week. Small wonder the whole free world shares one sense of outrage, insult and helpless shock.

Look again at that list. If the names seem strange, their deaths mark stages in a bloody history that involves us all. The war between the Kremlin and the people of Eastern Europe, a smoldering constant since 1919, erupted violently in Poland in 1944. The rape of Czechoslovakia in 1948 killed Russia's last hope of buying Western indifference. In 1953 uprisings in Czechoslovakia and East Germany demonstrated that this war will not die down like a tired fire. Poland's "October" of '56, and Hungary's bloody November, repeated the lesson in a louder key. The durability of Titoism reinforces it by showing that the Red army need not win and will not even accept all the battles.

The names on this list are not 100% heroic. They range from fine old democrats like Romania's Maniu to ruthless Communists like Bulgaria's Kostov. But they all had one thing in common: a spark of patriotism lighted their ways to death. They all stood in some measure against complete Soviet domination of their countries. That is why the Soviets killed them.

A full list of martyrs would be almost endless. Now there will be still more. The unconquerable Poles, aware how narrowly they escaped Hungary's harrowing in 1956, quip bitterly: "How terrible is the past that awaits us!" For Poles have most conspicuously "paraded the pirate flag of national Communism"—the official Muscovite curse on Nagy. The killing of Nagy is Khrushchev's way of saying: "We are strong and we act."

But the same act echoes: "We are weak."

Nagy alive was a sort of asset to the Russians. His execution has destroyed all the Soviet credit for "relaxation of tensions," summitry and the like, carefully built up since October 1956. Why was Nagy's life worth the squandering of all this credit? Because the Russians were scared about something.

The "something" is the new tendency in the Communist world called revisionism. Like the Trotskyism on which the Russians lavished so much vituperation in the '30s, this new tendency advocates a loosening of the Soviet dictatorship. But where Trotskyism was internationalist, revisionism grew up around the nationalism of men like Tito, Gomulka—and Nagy. Revisionism demands not only more satellite independence from Moscow, but more independence for peoples from their Communist governments. Revisionism is a



IN BERLIN, 1953:

JULIO MANTU

CONSTANTIN BRATIANU

LUCRETIO PATRASCANU

LASZLO RAKI

TIBOR SZOENYI

ANDRAS SZALAY

GYORGY PALFFY

ILONA TOTI

MIKLOS GIMESZ

JOZSEF SZILAGY

PAL MALETER

IMRE NAGY

THE OLDEST WAR

frame of mind receptive to argument and free discussion—precisely the things most fatal to the Moscow system. And it spreads—even in the Soviet Union. "A thinking man," says the hero of Dudintsev's now proscribed novel *Not By Bread Alone*, "cannot refrain from thinking."

The police state is showing its teeth because it has to. The soft line abroad had raised too many destructive questions back home. For questions will kill Khrushchev's empire as surely as his noose killed Imre Nagy.

And what can the U.S. do to hasten this result?

A policy of "liberation by declamation" is obviously not good enough. So long as the Red army sits on the satellites, the use of force is an issue. We live in daily danger of another Hungary, another cry for Western help, another anguished but inadequate U.S. response. Since a nuclear military response would be self-defeating, U.S. strategists must devise a more appropriate kind of force for winning what may be a new kind of guerrilla war. Corps of East European exiles trained with the U.S. troops, volunteer units like General Chennault's, mobile units both overt and covert—such are the kinds of forces we may need. Not half enough preparation has been made for this all too possible emergency.

Without the option of force, political and economic weapons cannot win independence for the satellite. Nevertheless these weapons can help them make their enslavement a continuing liability to Moscow. The more Moscow probes our vulnerable flank in the Middle East, the more we should probe Russia's much more vulnerable flank in Eastern

Europe. Such is the purpose of economic aid to Poland, to Yugoslavia and to any other accessible East European fronts.

The U.N. General Assembly is a congeries of small nations which also highly value their independence. It is therefore a natural forum for U.S. championship of this undying cause. When the law of nations is as starkly affronted as in the case of Hungary, there should be no limit to our diplomatic pressure in the Assembly for legal redress. Certainly we should demand that the U.S. refuse accreditation to the delegates of the illegal and murderous Kadar regime. For a year the U.N. has been kicking this accreditation issue under the rug. It should be resolved at once.

The proposed "summit conference" was a Khrushchev ploy to win endorsement of the *status quo* in Eastern Europe. Since the people there can never accept this, neither can we ever endorse it. But this does not imply a new U.S. rupture with the Kremlin. On the contrary: we should now bend all our efforts to widening those very breaches in the Iron Curtain that Khrushchev threatens to close. We should push the exchange of observers with Russia, be they scientists and students, dancers or travelers. Every question about Communism planted in the mind of any Russian is another stone removed from the Communist wall.

The Hungarian revolt of 1956 destroyed forever a great falsehood about Soviet Communism: that it is a "regime of the workers." In Archibald MacLeish's words, "The Hungarian dead have torn that mask off. Their fingers hold its tatters in their graves." A similar falsehood, that Communism respects the sovereignty of nations, is refuted daily by the continuing war in the satellites. On this issue every patriot, Communist or not, is an ally of the truth. And as the falsehoods are one by one destroyed, so must Communism crumble. The real cold war, to which the U.S. must remain ever dedicated, is the war between falsehood and truth.



STONES vs. TANKS



PAL MALETER, THE BETRAYED GENERAL



HANDS ACROSS 18 LONG YEARS

In Paris last week the man who rallied France once and now strives to rally her again greeted maimed World War II Resistance heroes. The occasion was rekindling the flame over France's Unknown Soldier and visiting a shrine to Resistance martyrs. It was the 18th anniversary of June 18, 1940 when General Charles de Gaulle took leadership of Free France. It was

also De Gaulle's 18th day as premier (LIFE, June 9). For the man President Coty calls "the most illustrious of Frenchmen" it was a great triumph. Hundreds of thousands turned out to cheer a leader with firm opinions on how to save France and a firm will to enforce them. A public opinion poll reported 54% of Frenchmen enthusiastic about De Gaulle, only 9% opposed.



Have a Chick-n-Que with Swanson frozen chicken

Always ready...always easy...always good

Watch their faces light up when the Chick-n-Que begins with tender, juicy Swanson chicken! It's quick-frozen, so it's easy to keep handy in the freezer. And it's by Swanson, so it's hard to resist when it's hot off the grill. Swanson chickens are specially selected when they're young, tender and extra-flavorful. Look for your favorite parts at your frozen food counter...meaty drumsticks, breasts, thighs, or whole cut-up fryers. For wonderful barbecues, even on the spur of the moment, be sure to keep a supply of Swanson Chicken in your freezer this summer.

A PRODUCT OF Campbell SOUP COMPANY





*Sea-going chapter of the **Four Roses Society***

(Are you a member?)

Seems that everywhere you go these days, you run into a meeting of the Four Roses Society.

And what a smart crew they are! They know that on land or sea, there's no finer, friendlier taste than that of Four Roses. It has that marvel-

ous mellowness that is simply beyond compare.

So come on aboard and discover the outstanding flavor that founded a Society. Simply ask for sociable Four Roses Whiskey today—at your favorite tavern or store. Sip ahoy!



*You belong with **Four Roses**...the sociable drink*



WITH THEIR HOST President Eisenhower at Washington airport. President and Señora Garcia wait for the start of the motoreade procession into the capital.

WARM EMBRACE is given Señora Garcia by Pat Nixon, who met her during 1953 trip to Philippines. Garcias were guests for luncheon at the Nixons' house.

A STATE VISIT FROM GARCIA

Philippine couple charms U.S.

President Carlos Garcia of the Philippines arrived in the U.S. last week and proved an engagingly frank visitor with a very attractive wife. His mission was to borrow money and he made no bones about it. He also tackled one thorny subject head-on, admitting candidly that there is considerable corruption in his country. But, he said, he is trying to stamp it out.

Though warmly received as a staunch friend of the U.S. and a foe of Communism, Garcia did not get all of the money he asked for - only \$125 million of a requested \$350 million. But the Philippine ambassador expressed satisfaction. "mission accomplished." Then President and Señora Garcia left Washington to see the sights of the U.S. He had already complimented one sight - the chemise, which he cheerily described as "a sack full of goofies."





TIDY HOUSEWIFE AND BRITISH PATROL SHARE USUALLY THROGGED STREET

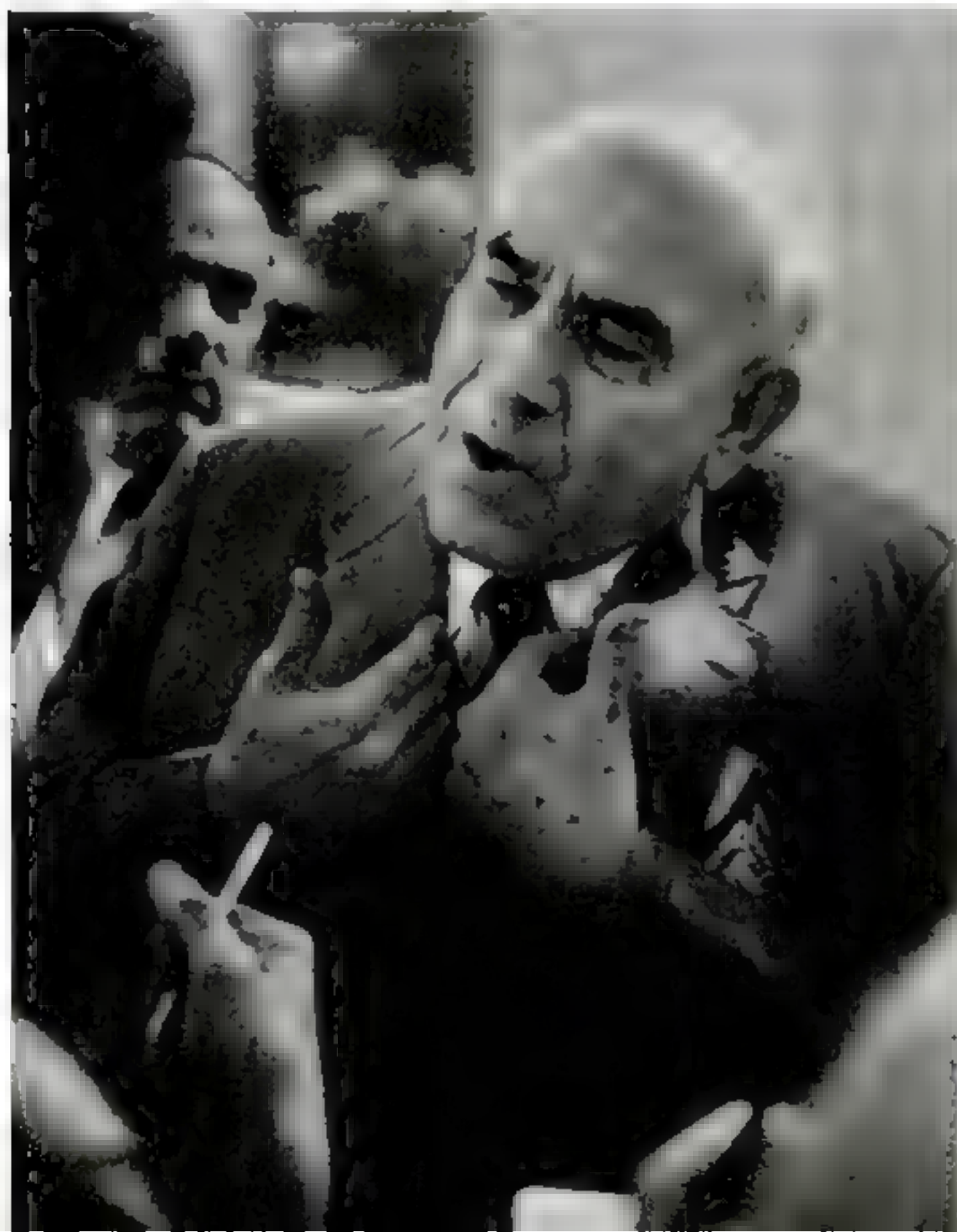
THE GRIEF OF CYPRUS

As riot victims are buried, peace plan is scorned

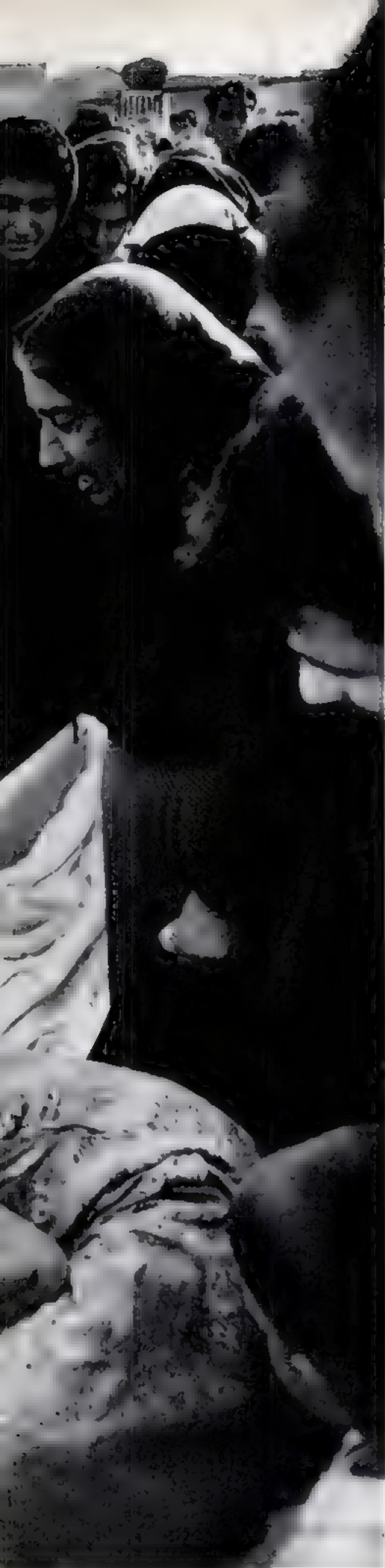
Torn by the endless Greek-Turkish strife of its menfolk, the British colonial island of Cyprus once again last week lived through the inevitable consequence—the anguish of its women. This time, in the village of Kondemenos on a day whose blistering 100° heat exacerbated the strains of grief, Greek Cypriots buried three of their men killed in a battle with Turkish Cypriots near the city of Nicosia.

Meanwhile, Sir Hugh Foot clamped the island under a new curfew. And, trying again to settle the bitter dilemma, the British government announced its new plan granting limited self-government. Hopefully, Prime Minister Harold Macmillan called it "an adventure in partnership." But the offer elicited scorn from the Greek government and a cool reception from the Turkish, both of which openly incite partisans on Cyprus.

ANGRY NICOSIA MAYOR DERSIS BLAMES BRITISH NEGLIGENCE FOR DEATHS



LAST KISS is bestowed by a woman at graveside. When coffins were opened for last look, the women slapped and caressed the bodies, trying to revive them.



FAINTING MOURNER, grown hysterical in hour-long funeral service in hot sun outside church,

collapses and is supported by neighbors. So many attended funeral mourners overflowed into square.



CLUSTERED IN GRIEF, women, some in mourning scarves, wail and press brows through ceremony. →

JET-PROPELLED GRASSHOPPER

Back pack is an infantry booster

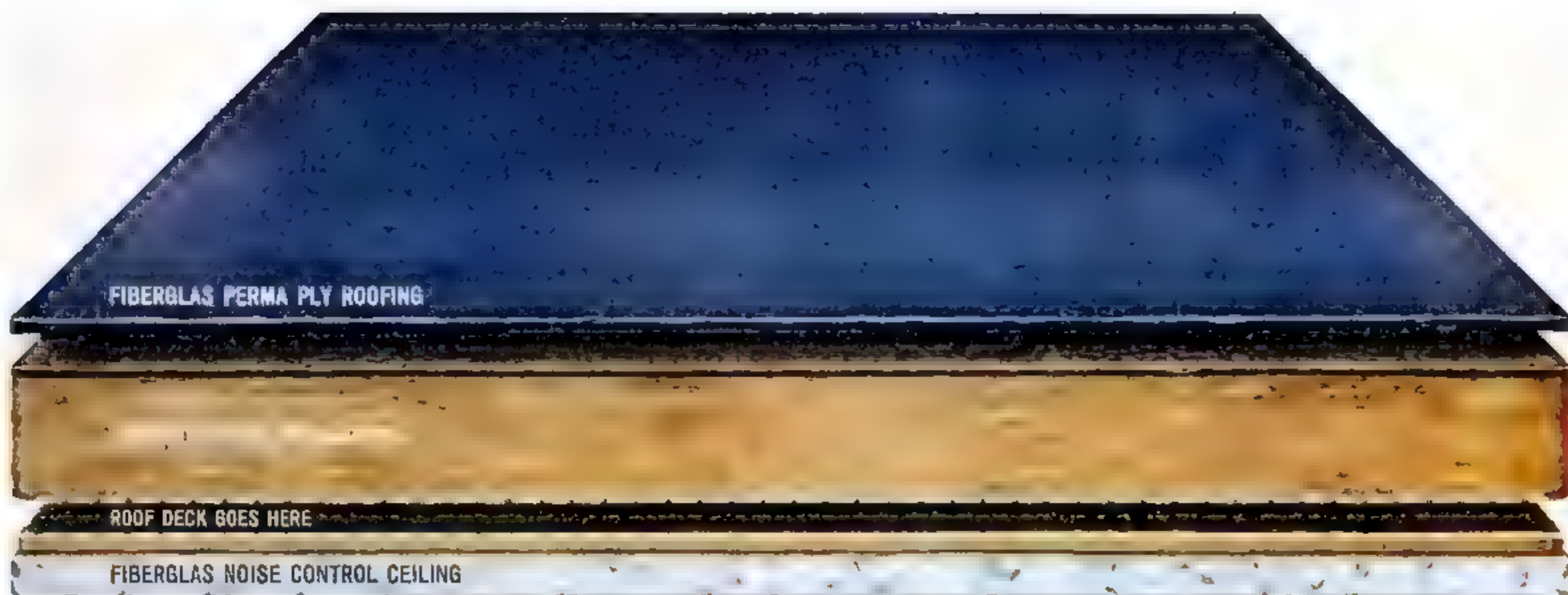
Ed Kurezewski is a durable man. His job with Thiokol's Reaction Motors is to test out a new jet device known as the "Grasshopper," which consists of tanks of nitrogen gas he straps on his back like a knapsack. When Kurezewski pushes a button the gas rushes out through two jets to propel him in the direction he wants to go. Grasshopper's makers hope to sell their device to the U.S. Army to help infantrymen jump streams, scale cliffs and surmount other obstacles. In testing the overweight 55-pound test model, Kurezewski has landed in creeks and tumbled into hills, leaving him a mass of bruises. The most impressive accomplishment of the device is to propel Kurezewski four feet straight into the air. With an advanced model, which will be both lighter and more powerful, he will be able to jump up 10 feet.



READY TO LEAP. Kurezewski has tanks of nitrogen strapped on back to help propel him upward.

FOUR FEET UP Kurezewski balances above a hind-
er jet which was charged up as two jets of gas





This combination sandwich is "on the house"



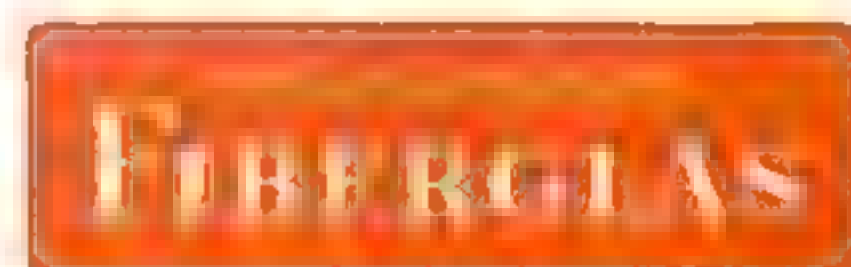
Going up all over America—new noncombustible roofs and ceilings that offer everybody lasting miracles of comfort and quiet. Better work places for you, better schools for your children, under protecting layers of Fiberglas* Perma Ply* Roofing, Roof Insulation and Noise Control Products.



You're surrounded with comfort and quiet when you work under a noise-absorbing ceiling of Fiberglas Acoustical Tile or Ceiling Board.

INDUSTRIAL CONSTRUCTION PRODUCTS
ACOUSTICAL CEILINGS • PIPE, EQUIP-
MENT AND COLD STORAGE INSULATIONS
• SIDEWALL INSULATION • DUCT INSU-
LATIONS • BUILT-UP ROOFING • ROOF
INSULATION • FORM BOARD

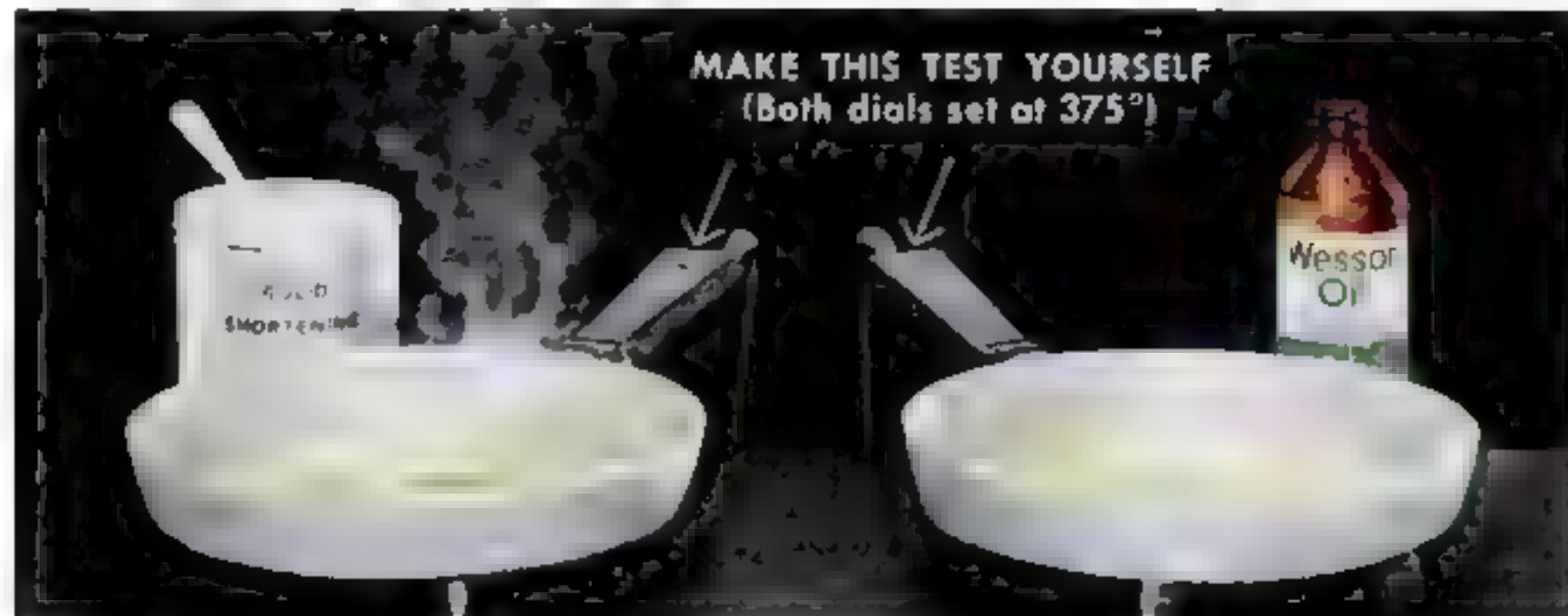
Owens-Corning Fiberglas Corporation,
Department 10F-30, Toledo 1, Ohio.



*T.M. (Reg. U.S. Pat. Off.) O-C F Corp.

Wesson Oil

takes the smoke out of frying!



SOLID SHORTENINGS SMOKE BECAUSE they contain an emulsifier. This additive is good for baking, but smokes at frying heat. Shortening that smokes is breaking down, and that can hardly be good for you.

WESSON OIL DOES NOT SMOKE BECAUSE it is vegetable oil in its purest form—nothing added. So clear and delicate, you never taste it. No other oil as fresh, as pure and as light—or more highly rated for good nutrition.



Smoke's out! Flavor's in!

- Enjoy cleaner frying with no clinging odor
- Brighter flavor in foods—no greasy film even after they've cooled
- Thrifty, too—you can use Wesson again and again
- For good nutrition—Wesson is America's most readily available source of pure vegetable oil—unsaturated and unhydrogenated.

New Wesson Idea Tropical Banana Sauté

Heat Wesson Oil in heavy skillet. Slowly brown firm banana halves on one side. Turn, sprinkle with brown sugar and lemon juice. Cook until done. Garnish with cherries. Delicious with ham steak, or as dessert.



A LOOK AT THE WORLD'S WEEK



SUZY'S BAD LUCK CAR

Eerily and tardily, the symbol of bad luck hissed from the front seat of Suzy Parker's shattered car. The black cat had strayed into a garage in St. Augustine, Fla., and perched exactly where the famous actress-model had sat when the car was struck by a train, killing her father, who had been driving, and breaking both of Suzy's arms. As a by-product, the accident revealed Suzy's long-secret marriage to the French playboy Pierre de la Salle.

CREATURE COMFORT →

Dog-tired of cleaning up after the city's quarter million canines, New York City's Department of Sanitation built a dog comfort station. The new accommodation has a concrete floor, is topped with a row of geraniums. But the first customers did not seem much interested in modern plumbing. To make them feel more at home a mock hydrant was stationed nearby.



New Medicated Powder!

Stops more irritations

...more effectively



STOPS RASHES

New Johnson's Medicated Powder effectively clears up and prevents not only *friction* diaper rash, but troublesome *ammonia* diaper rash. Keeps unpleasant ammonia from forming. Relieves urine scald and redness, too.



STOPS ITCHES

Exclusive Johnson's formula starts instantly to relieve heat rash, insect bites—most externally-caused irritations. Contains two antiseptics in special combination. And it's hospital-proved safe for the most sensitive skins.



STOPS CHAFING

Extra-absorbent action dries moisture fast. Soothes girdle chafe. Keeps feet and underarms cool, comfortable—even in the hottest weather. Silky-soft, never gritty—clings gently—smells fresh and clean. Try it.

NEW JOHNSON'S MEDICATED POWDER

Get a can! 4 oz., 49¢ — 9 oz., 89¢



WORLD'S WEEK CONTINUED



PAIR OF BOYS FOR A PRINCESS

In Paris pretty Princess Maria Pia, 23, the daughter of Umberto, the last king of Italy, gave birth to a fine set of twins. Father of the boys, named Dimitri and Michel, is Prince Alexander of Yugoslavia.

DISPUTED CALL ON VICE PRESIDENT

As Vice President Nixon ducked, Senator Kefauver caught the pitch. Attorney General William Rogers called it a strike. Nixon, pinch-hitting in a game between Congress and the press, protested in vain.





SPEEDBOAT RACE FINISH ON A FIN

When his racing boat banged into a Detroit River breakwater, Bill Cantrell clung to the tail. Rounding a curve at 70 mph he had flipped out of the cockpit, grabbed the fin. He fractured his jaw but rode safely in.

POSTSURGERY REST FOR TIM TAM

At Pennsylvania University's Veterinary College Tim Tam took oxygen after surgery on the ankle fractured in the Belmont Stakes (LIFE, June 16). Doctors removed bone chips and the horse may race again.



For most every kind of pain or ache,
BAYER is what millions take, because—

BAYER Brings Fastest Relief

*... the fastest, most gentle to the stomach
relief you can get!*

*"I use it to relieve
MORNING
HEADACHE!"*



*"I use it for
ACHING
MUSCLES!"*



Men who KNOW medicine say: "Take Aspirin!"... Doctors and public health officials are men who *know* medicine—men who *know* what's best for pain relief. And for headache, backache, muscular pains and fever from a cold, these men who *know* medicine say the thing to take is *aspirin*. And the *best* aspirin the world has ever known is *Bayer Aspirin*!

Here's why BAYER makes you feel better fast!... Unlike pain-relieving tablets which delay relief because they enter your stomach *whole*, a Bayer tablet disintegrates into soft, tiny flakes *on its way* to your stomach. Therefore, it's ready to go to work *instantly*—without delay—to bring the fastest, most gentle to the stomach relief you can get!



FEEL BETTER FAST—with BAYER®ASPIRIN

SUNBURN?



for
men
women—
children

STOP THE PAIN WITH SOLARCAINE *Instantly!*

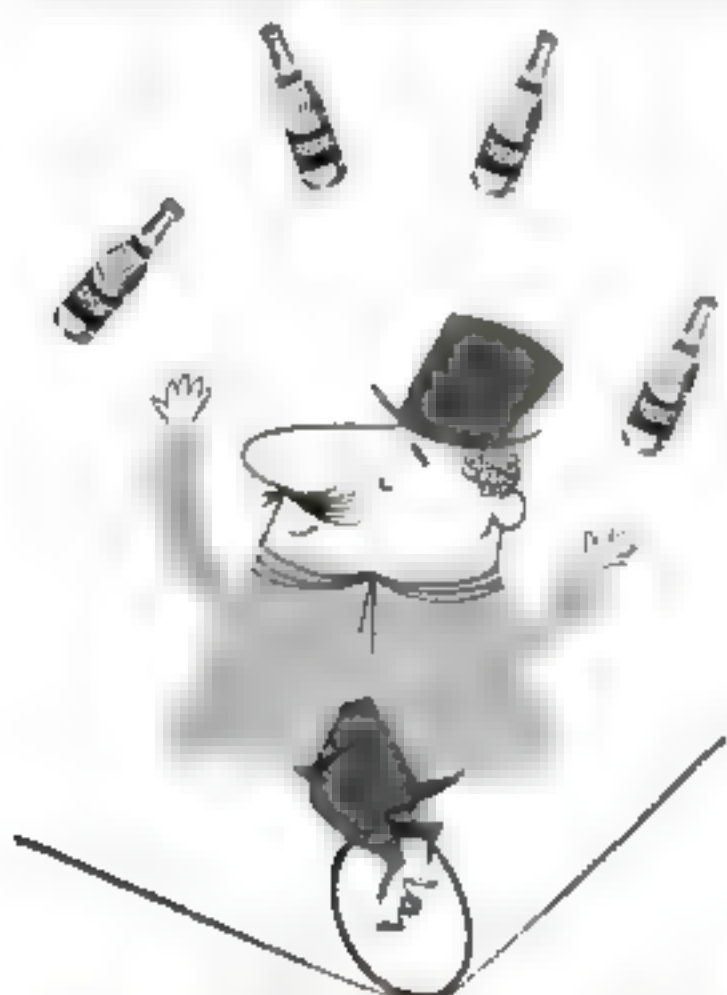
Scorching pain vanishes almost instantly with Solarcaine—the medicated lotion recommended by so many doctors! Developed in the blazing tropics, Solarcaine's unique formula soothes and cools damaged tissues, stops the pain, and helps speed healing! No more agonizing hours of discomfort. It's greaseless, too—and will not stain.



At drug counters everywhere

SOLARCAINE

Also, SOLARCAINE LIP BALM for
Cracked Lips, Fever Blisters, Cold Sores



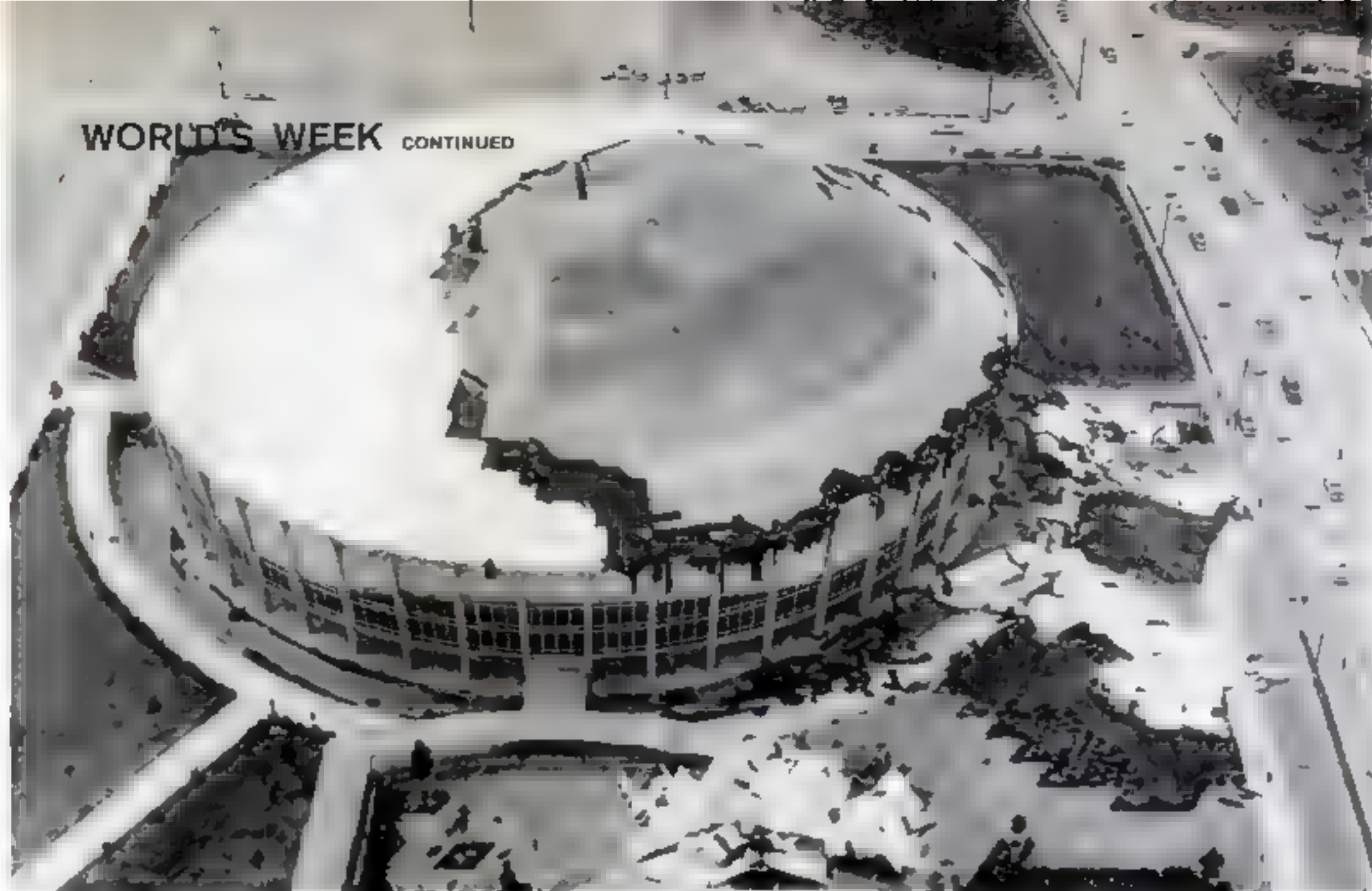
NATURALLY GOOD

Made from the juice
of Valencia Oranges
...the juiciest
oranges grown!

MISSION
Orange



WORLD'S WEEK CONTINUED



↑ A SKINNED COLISEUM

As a heavy storm swept through the Carolinas, gusts got under the aluminum roofing of Charlotte, N.C.'s modern coliseum, peeled it off like an eggshell and piled it in three neat stacks. The coliseum is still usable, but the \$115,000 roof will have to be replaced.

MUTILATED MASTERPIECE ↓

In Milan vandals smashed the glass on Raphael's famous *The Marriage of the Virgin*, left a note denouncing the Christian Democratic regime: "Long live the Italian Revolution! Away with the clerical government." Slightly damaged, the painting was 10-06.



COOL OFF...

Take a
**WONDERFUL
SUMMERTIME BREAK**

*New refreshment ideas with iced coffee—
Carnation and Betty Crocker!*

- The secret of really good Iced Coffee and how to make it!
- New ways to enjoy richer coffee flavor with Carnation!
- Betty Crocker's quick cake 'n' coffee tricks!
- 6 new coffee coolers to see you through the summer!
- Coupon for a booklet designed to make you a coffee connoisseur—packed with coffee information, recipes, serving suggestions and cooking hints!

THEY'RE ALL INSIDE...

OPEN HERE! 



(COOL OFF IDEA 1)

Pair coffee with chilled cake—coolest way
to serve your *Betty Crocker* cake!



It's cool! It's wonderful! Cool cake straight from your refrigerator! It couldn't be easier! Just bake your favorite Betty Crocker Cake Mix... a high, golden-light Yellow Cake, for instance. Frost it with our smooth and delicious Chocolate Fudge Frosting Mix. Then into the refrigerator. Your cake's waiting—cool and delicious—for an anytime summer day's snack. Cool off soon with chilled

cake and tall glasses of creamed iced coffee. You'll love it... and the family... and the neighbors will, too!

FOR A MOCHA CAKE DELIGHT

Add 1 tbsp. powdered instant coffee to Betty Crocker Yellow Cake Mix before mixing; mix as directed (or add 3 tbsp. powdered instant coffee to Betty Crocker Chocolate Devils Food Cake Mix).

"I guarantee a perfect* cake — homemade-perfect... cake... after cake... after cake!"

*PERFECT! Yes, every mix we make for you is guaranteed to come out perfect, or send the box top to Betty Crocker, Box 200, Minneapolis, Minn., and General Mills will send your money back.

Betty Crocker

General
Mills



COOL OFF IDEAS

The secret of really good iced coffee... start with good hot coffee!

Really good Iced Coffee can have all the delicious flavor—all the fine, rich body—of good hot coffee *without dilution*. The secret is simply this: start with really good hot coffee—don't let it get watery with melting ice. Good coffee is easy to make every time—and sure to win praise. Here's how:

To make excellent coffee, using your favorite brand, start with a clean coffee maker, fresh coffee, fresh cold water. Use proper *grind* for your coffee maker. Measure and time carefully.

Always use at least $\frac{3}{4}$ of the capacity of any coffee maker.

For each serving, one standard coffee measure (2 level measuring tbsps.) to $\frac{3}{4}$ measuring cup (6 oz.) of water.

Percolator: When perking starts, reduce heat. Perk gently 6 to 8 minutes. *Time carefully.*

Drip: Pre-heat pot. Pour in measured amount of boiling water. Brewing should be completed within 4 to 6 minutes. Stir before serving.

Vacuum: When water boils, reduce heat, insert upper bowl. Stir coffee and water, and remove from heat. Coffee should remain in upper bowl no more than three minutes.

Caution: Brewing too long makes coffee bitter. For weaker coffee, dilute *after* brewing according to above recipe

Now, on the right—3 ways to make the world's best Iced Coffee.

GOOD RESTAURANTS SERVE GOOD ICED COFFEE—ASK FOR IT OFTEN!

Keep that young feeling—

in your car, too!



***Use Mobiloil Special to preserve
your engine's power and pep!***

Here's how to keep your car the way you like it—acting young, eager, responsive. Use *Mobiloil Special*. This unique motor oil retains its protective "body" at all engine temperatures—sharply reduces wear—helps keep your engine clean, running smoothly, quietly. Yes, it helps you get more power and better gas mileage, too!

At your next regular oil change, insist on *Mobiloil Special*. Sold at Mobil Stations, Car Dealers, Garages.



FOR THE BEST IN ENGINE PROTECTION

You're Miles Ahead with



Tune in "TRACKDOWN" every Friday night, CBS-TV.

SOCONY MOBIL OIL COMPANY, INC., and Affiliates. MAGNOLIA PETROLEUM COMPANY, GENERAL PETROLEUM CORPORATION

**New Mobil Sign of Friendly Service
now going up everywhere**



St. Paul's Restored

As the Church of England's ranking clergymen officiated (*center*) and Queen Elizabeth and Prince Philip stood at reverent attention (*lower center*), a solemn ceremony consecrated the new high altar of a London landmark, Sir Christopher Wren's St. Paul's Cathedral. In 1940 German bombs had smashed the east end of St. Paul's, with the altar. Now a magnificent new marble altar with a canopy

of carved and gilded oak was dedicated to the men and women of the British Commonwealth who had fallen in the two world wars.

In back of the high altar is the new American Memorial Chapel, honoring British-based U.S. dead in World War II. Its ground-floor windows bear the emblems of the 48 states. The chapel will be dedicated at a special service on Nov. 26.



COOL OFF IDEAS

Carnation brings out richer coffee ...yet has $\frac{1}{3}$ less calories than cream

PRE-COOLED

Cool hot coffee in the refrigerator in a covered non-metal container—serve within three hours, over ice cubes.

QUICK

To avoid dilution by ice, make coffee extra strength: per cup, one Standard Coffee Measure (.2 measuring tbsps.) to $\frac{1}{2}$ measuring cup (4 ozs.) of water. Pour hot over ice cubes.

INSTANT

Mix twice the usual amount of instant coffee with a little water—add ice cubes and fill glass with water.

Imagine! This milk that looks like cream, pours like cream, and even whips, has less calories than cream— $\frac{1}{3}$ less! Carnation does wonderful things for coffee . . . makes it taste richer, more full-bodied, brings out the good coffee flavor that's so important when you're having your coffee "iced."

No wonder Carnation has been the coffee "creaming" favorite of millions for years. Next time, enjoy the most satisfying glass of iced coffee you've ever tasted. Whether you like your coffee "with" or "without" . . . you'll love iced coffee with

Carnation. It's a great flavor combination in two convenient sizes—large or small.

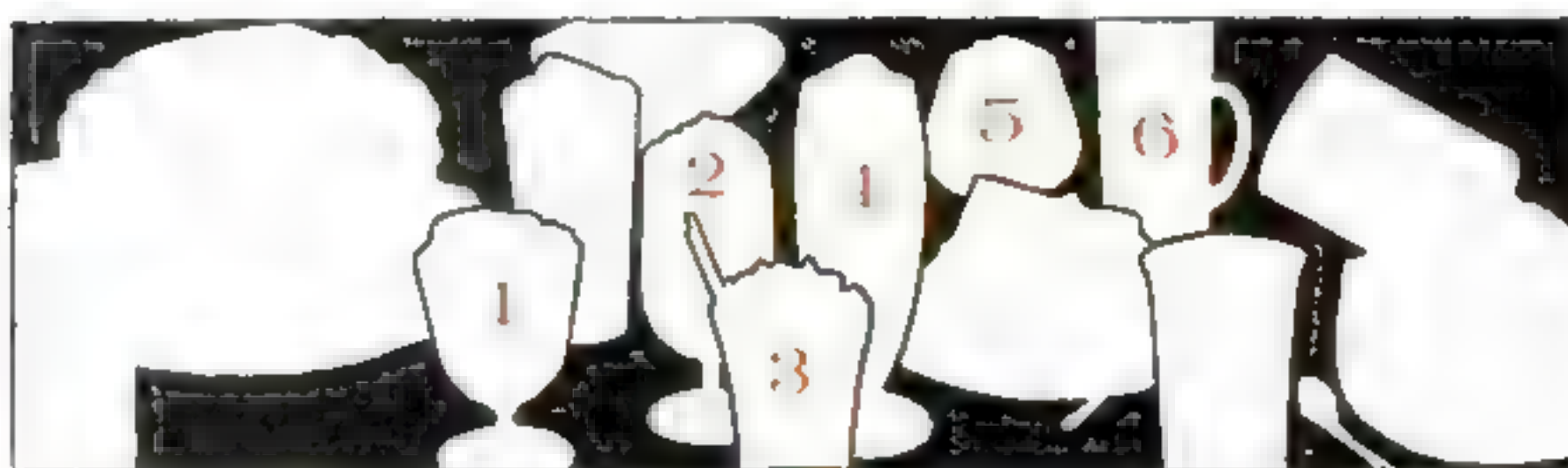
LOOK! COFFEE CUBES

No more water! Just add ice cubes to your coffee in a glass. Pour coffee over the cubes and add Carnation. That's all! That's the way to iced coffee that's too good to be true.



CARNATION—"THE MILK FROM CONTENTED COWS"

TRY THESE 6 NEW WAYS TO SERVE ICED COFFEE... some plain...some fancy...all wonderful!



1. ICED COFFEE MOCHA. Stir thoroughly into Iced Coffee 2 tbsps. chocolate syrup and 2 tbsps. of cream or calorie-lighter Carnation Evaporated Milk. Top with whipped cream or whipped Carnation—sprinkle with colored sugar!

2. ICED COFFEE FLOAT. Scoop some of your favorite flavor of ice cream—any flavor—into Iced Coffee. Just taste how delicious it is—especially with a generous wedge of cake so easily made with Betty Crocker Yellow Cake Mix.

3. ICED SPICED COFFEE. Pour 3 cups of extra-strong coffee over: 2 cinnamon sticks, 4 cloves, 4 allspice berries. Let stand for an hour. Strain before serving over ice. For party garnish: whipped cream and grated orange peel.

4. ICED COFFEE TROPICALE. Pour $1\frac{1}{2}$ cups of strong cool coffee and 1 tbsps. sugar into a blender half-full of finely chopped ice—blend at high speed for several minutes until foamy. Pour into four tall glasses.

5. ICED COFFEE NECTAR. Beat until really frothy—in a large bowl or blender— $2\frac{1}{4}$ cups of strong black coffee, 1 tbsps. Angostura bitters, 1 pint of coffee ice cream. Serves three or four—with a brand new taste sensation!

6. ICED COFFEE JUNIOR. To make youngsters feel real “grown up,” sweeten their milk a little—add a spoonful or two of cold coffee. Or drop in several coffee ice cubes. Nutritious and cooling—chances are that you’ll like it yourself!

Why good iced coffee appeals to everyone—

For delicious versatility and a pleasant treat, there's no summertime beverage like Iced Coffee. It goes so well with all foods and snacks—and with every one of the Betty Crocker Cake and Cookie Mixes. It tastes just fine with calorie-lighter Carnation. As you can easily see, good Iced Coffee can be varied in a dozen imaginative ways. And of course, good Iced Coffee—all by itself—is wonderful all summer long!

e flavor
eam!

ion! Carnation is avail-
small can.

ry iced coffee! Make coffee
Freeze regular strength
refrigerator trays.
led coffee over them and
nation. Try popping one
morning cup of coffee
hot to drink



SEND FOR THESE COFFEE
RECIPIES NOW

Only 10¢ for this exciting, helpful booklet, 32 colorful pages packed with information on best brewing methods, wonderful and new coffee recipes, serving suggestions and easy gourmet cooking hints. Send for *Fun With Coffee* today!

Pan-American Coffee Bureau

P. O. Box 33, Dept. L-30, Old Chelsea Station, New York 11, N. Y.

Please send me *Fun With Coffee*—I enclose 10¢ to cover mailing.

NAME _____

STREET _____

CITY _____ ZONE _____ STATE _____





Roots are for trees . . . for families, too. And what better way to establish those roots than by making certain your family will always have a home of their own even if something should happen to you.

Massachusetts Mutual can help give you this peace of mind—and more besides—through a convenient Mortgage Retirement Plan. Not only will it assure your family a debt-free home . . . it can also help

you pay off the mortgage sooner . . . give you a constantly increasing reserve and a monthly income during the years after you've paid the mortgage.

Protection for family roots costs so little and means so much to homeowners. If you don't have it, you need it. Talk it over with a Massachusetts Mutual man, or call our General Agent listed under Massachusetts Mutual in the phone book.

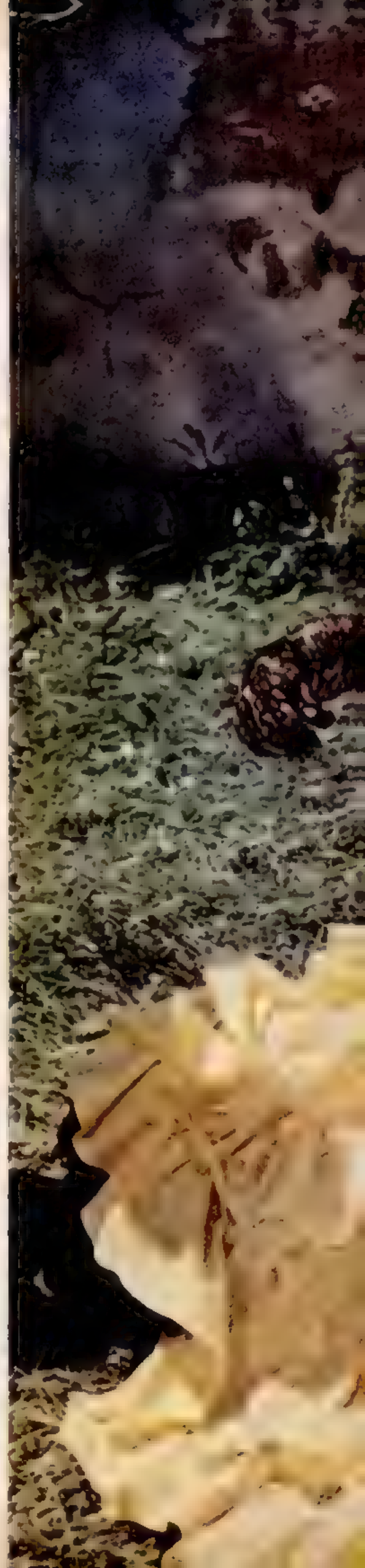
Massachusetts Mutual
 LIFE INSURANCE COMPANY
 SPRINGFIELD MASSACHUSETTS
 The Policyholders' Company

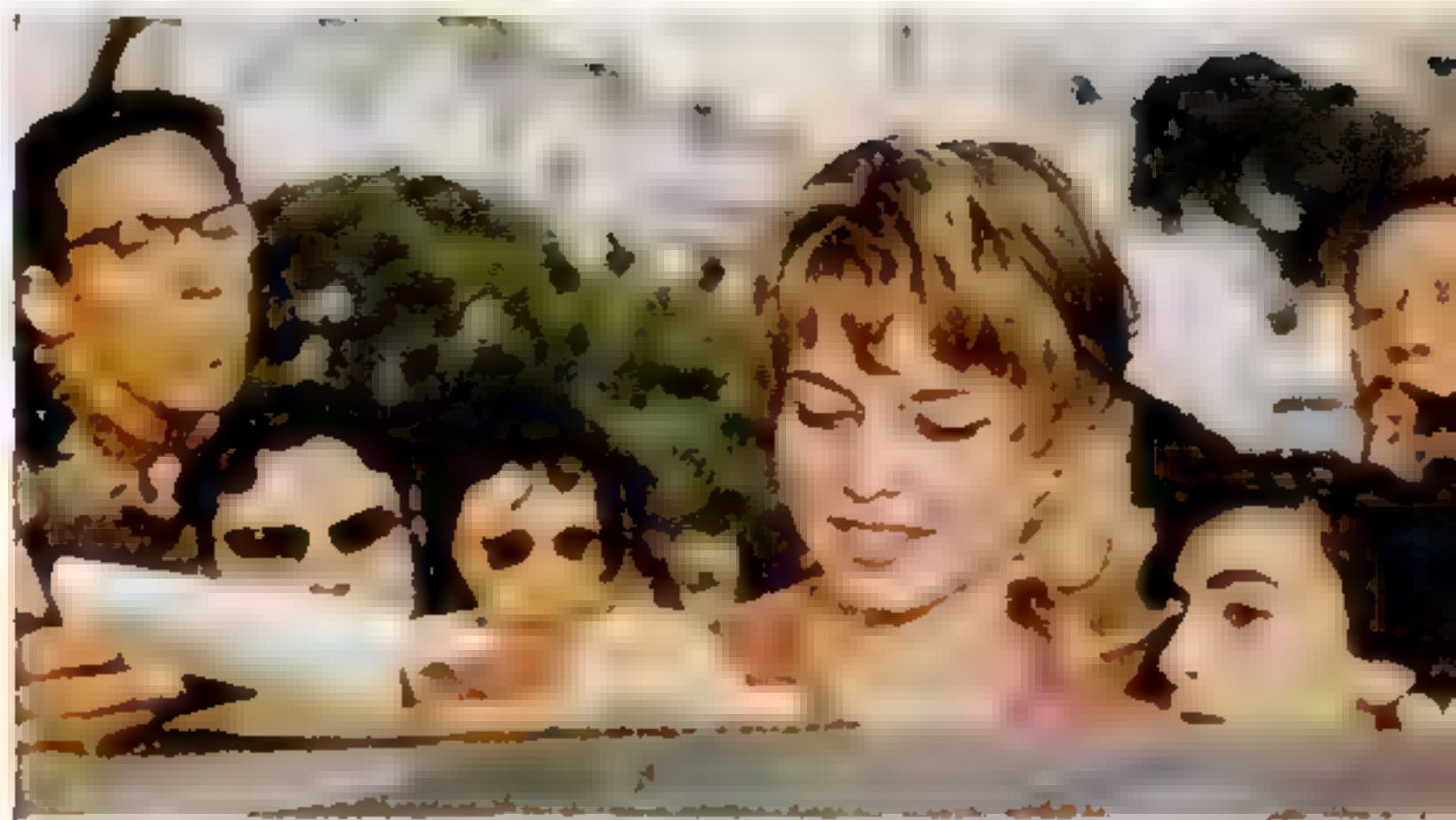




PENSIVE LOOK—glances over Barlot on *Liola and Pippa* set, resting at her with Actor Michel Roux.

A HAPPY GIGGLE lights up Bardot as she sits on grass in Spanish dress and awaits start of scene



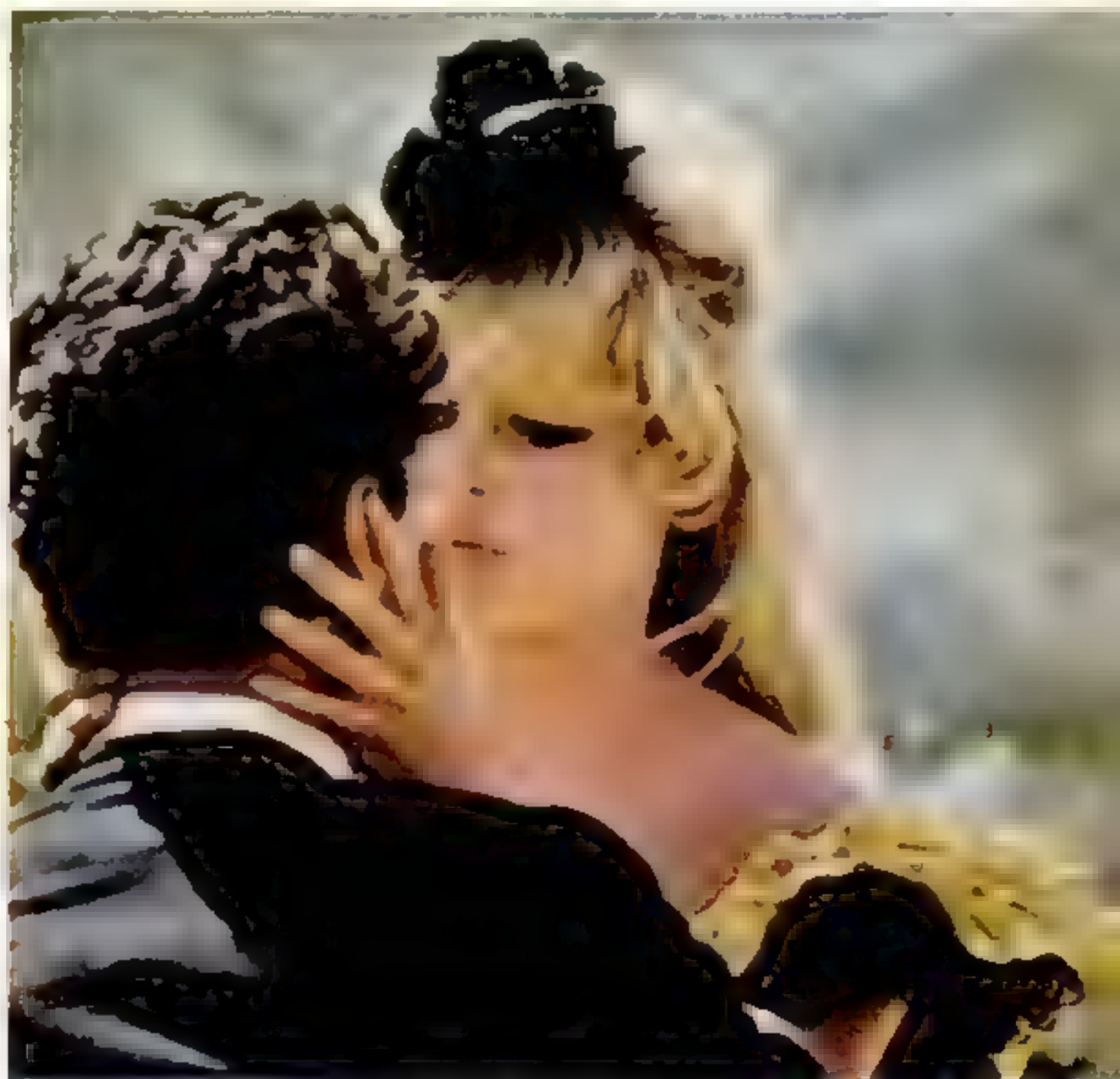


IN A STREET-GOING HAIRDO BARDOT SIGNS AUTOGRAPHS FOR HER FANS

Charged Charms of Brigitte

BARDOT, BOOM BALLOONS IN THE U.S.

Not since the Statue of Liberty has a French girl lit such fires in America and Brigitte Bardot does not just stand there like a statue. She moves, she wriggles, and her clothes are as often off as on. One of her films, *And God Created Woman*, has played for eight solid months in one New York theater and raked in some \$2 million in the U.S. and, with her four other current films, has jammed art theaters until people complain they are clogging up culture. What Bardot has—which is more than sex—still mystifies many who stop to think about it. An appraisal of her high-charged appeal starts on page 57. Meanwhile, the Bardot boom balloons. With four new films set to open before year's end, she is finishing a fifth, *The Lady and the Puppet*, made in Spain where these pictures were taken.



BARDOT AT WORK is sultry as she kisses Antonio Vilar. She plays French dancer on the make, he a rich Spanish rancher who gives up everything for her.

CONTINUED



AN OWLISH BARDOT pulls down the dark glasses she has been wearing against the Spanish sun's glare and gives her eye make-up a critical examination.

She was working on sequences shot near Seville in Andalusia on the fighting bull breeding ranch of Don Juan Belmonte, the famous *matador* of the 1920s.

FOR AN ANALYSIS OF BARDOT'S SPECIAL APPEAL, SEE PAGE 57



Fun by golly! Juices by Libby!

Libby's
FROZEN

Summertime is fun-time, and here are twelve reasons why
...a dozen different frozen juices, full of fresh flavor and Vitamin C.
Libby gives you the biggest selection ever! Biggest values, too!
Stock up at your grocer's now.

JUICE JAMBOREE

featuring 12 delicious juice-time favorites: ORANGE DRINK • TROPICAL FRUIT PUNCH • PINK LEMONADE • PINEAPPLE GRAPEFRUIT DRINK
Grape Juice • Limeade • Orange Juice • Tangerine Juice • Pineapple Juice • Grapefruit-Orange Blend • Lemonade • Grapefruit Juice

FREE
COUPON
OFFER

SPECIAL FREE OFFER: Fill in, tear off, and mail to LIBBY'S JUICE JAMBOREE, Box 5009, Chicago 7, Illinois, and we will send you three (3) valuable coupons good toward the purchase of Libby's Frozen Foods.

NAME..... ADDRESS.....





PHOTOGRAPH BY NINA PENN

ONLY **LIFE** gives you so much

Fashion used to make him feel like a fish out of water

I used to clam up whenever talk got around to what women are wearing. But this year you can't get away from it anywhere.

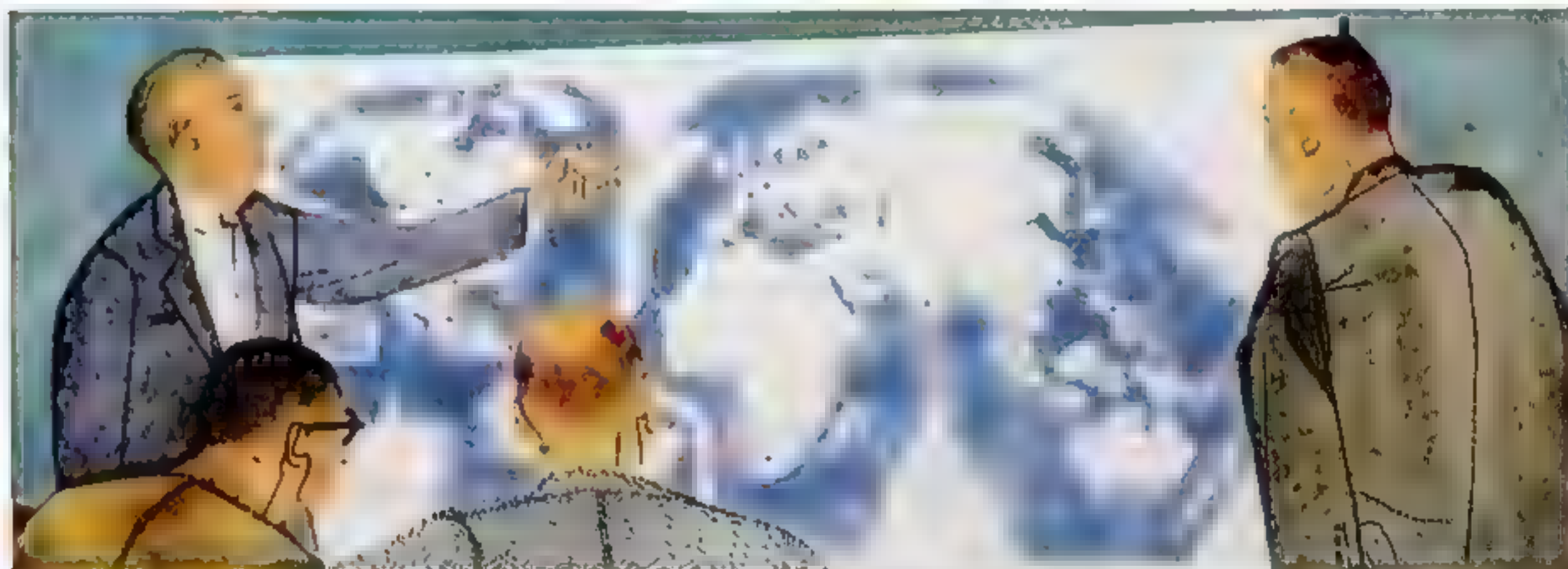
So, in self-defense I started catching up on fashion where I catch up on everything—in LIFE. Now I not only have views... I voice them.

That happens all the time when you read LIFE. You find yourself talking about subjects that were unfamiliar two issues back. Maybe it's because LIFE's picture reports make you understand things better... maybe it's because LIFE handles them in a very human way.

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A Lot More Than Meets the Eye

CRITICS TO THE CONTRARY, B.B.'S APPEAL IS NOT LIMITED TO HER BODY

by PAUL O'NEILL

IN gaining her present eminence, Brigitte Bardot has had certain advantages beyond those she was born with. Like the European sports car, she has arrived on the American scene at a time when the American public is ready, even hungry, for something racier and more realistic than the familiar domestic product. American actresses, like American four-door sedans, seem to have grown more and more standardized in styling.

No Hollywood girl can play a mechanic's wife or even an early western rancher's daughter without being made up as precisely as the Marquise de Pompadour and garbed like a Main Line heiress. By contrast, an actress who lets her hair get in her eyes, who looks as though she could perspire at least lightly and who wriggles greedily as she kisses a man comes as a revelation.

Brigitte, to put it bluntly, is also permitted to take off more of her clothes than a Hollywood star and can get away with scenes more risqué than Hollywood would dare to attempt. The importers of foreign films pay no attention to the U.S. industry's mechanism of self-censorship, and little more to the National Legion of Decency. The only authority to which they must submit is that of the state censor boards, which tend to be lenient with imported films because dialogue in French or Italian is incomprehensible to most Americans and because the English subtitles tend to be static in the extreme. State boards are also lenient because, theoretically at any rate, the pictures are seen only by relatively small and sophisticated audiences.

Although she was virtually unknown in this country a year ago, Bardot's name is now a

synonym for sex from coast to coast. Columnists at home and correspondents abroad seem almost incapable of keeping her name out of their copy. The facts of her bourgeois background and strict, governess-guarded childhood as well as her measurements (35½-18-36) and her current private unconventionalities are printed somewhere in the U.S. press almost daily. The sinuous and suggestive undulation which characterizes her every movement and which has caused her to be known as the "girl with the corkscrew walk" has even been celebrated in fabric: recently a Connecticut corset manufacturer brought out a girdle with a padded stern to help American girls achieve the same effect.

But none of this really explains why Brigitte Bardot has been so successful. Other foreign actresses have had the same opportunity to profit from public receptiveness and the lack of censorship but none of them has been able to match her accomplishment. Brigitte, also known as B.B. and the Sex Kitten, has not lifted a finger to achieve publicity. In fact, she treats all reporters like net men from the city pound. But during the eight months in which her naked body and pouting, childlike face have been appearing in *And God Create a Woman*, her first smash picture (it has grossed almost \$3 million in the U.S. alone), she has been responsible for both a box office revolution and a box office bonanza in the U.S.

Truck-driver appeal

OWNERS of art theaters have discovered that they can pull truck drivers and mourners after the vanished burlesque houses in off the sidewalks to see foreign language films if Bardot's name is on the marquee. They can keep pulling them in for weeks and months at a stretch.

The rush to share in this happy boom has been feverish: as many as five Bardot films, both new and old, have run simultaneously in New York City this year, and in the process Bardot has forced Hollywood Sex Queens Marilyn Monroe and Jayne Mansfield off into a sort of Technicolor limbo where they seem to be hardly more dangerous than suburban housewives painted up for the local Junior League Follies.

Brigitte has achieved these triumphs by dint of a unique and startling sort of personal chemistry. She is one of those rare people who are able to achieve almost physical impact upon audiences through the medium of camera and screen. In her case the impact is especially disturbing because even at her silliest she can force spectators to rediscover in themselves those subterranean facets of human character which humans spend a great deal of their time denying. No one denies these facets more vigorously than her critics—professional and amateur, male and female—who stolidly imply that she leaves them unmoved.

The big city newspaper critics generally address themselves to the Bardot problem by insisting that her films are lamentable as works of drama. Some Bardot movies, although not all of them, are indeed cinematic junk: thin,



BARDOT'S BADGE is towel (sometimes a sheet) draped around her body. This is in *La Parisienne*.



RARE COSTUME for Bardot requires staves such as these in bridal bra in new film, *La Parisienne*.

badly plotted excuses to put Brigitte on the screen in a sheer nightie or in that garment which has become her trademark, the loosely held bath towel.

But what of Brigitte herself? She is inevitably dismissed as a curvy cutie, although here the critics make it plain that, as men-about-town, they find her a pretty superior example who should certainly be seen for laughs. Female viewers tend to write her off as just another naked girl. Hardly anyone, either male or female, exclaims about her—and exclaiming about Bardot is part of what is now known as Bardolatry—without adding that she is, of course, stupid and cannot, of course, act. If

BARDOT CONTINUED

all this were true, obviously there would be no Bardot boom, for what is more commonplace than naked, stupid women who cannot act? The homes of America are full of them every night at 11 o'clock.

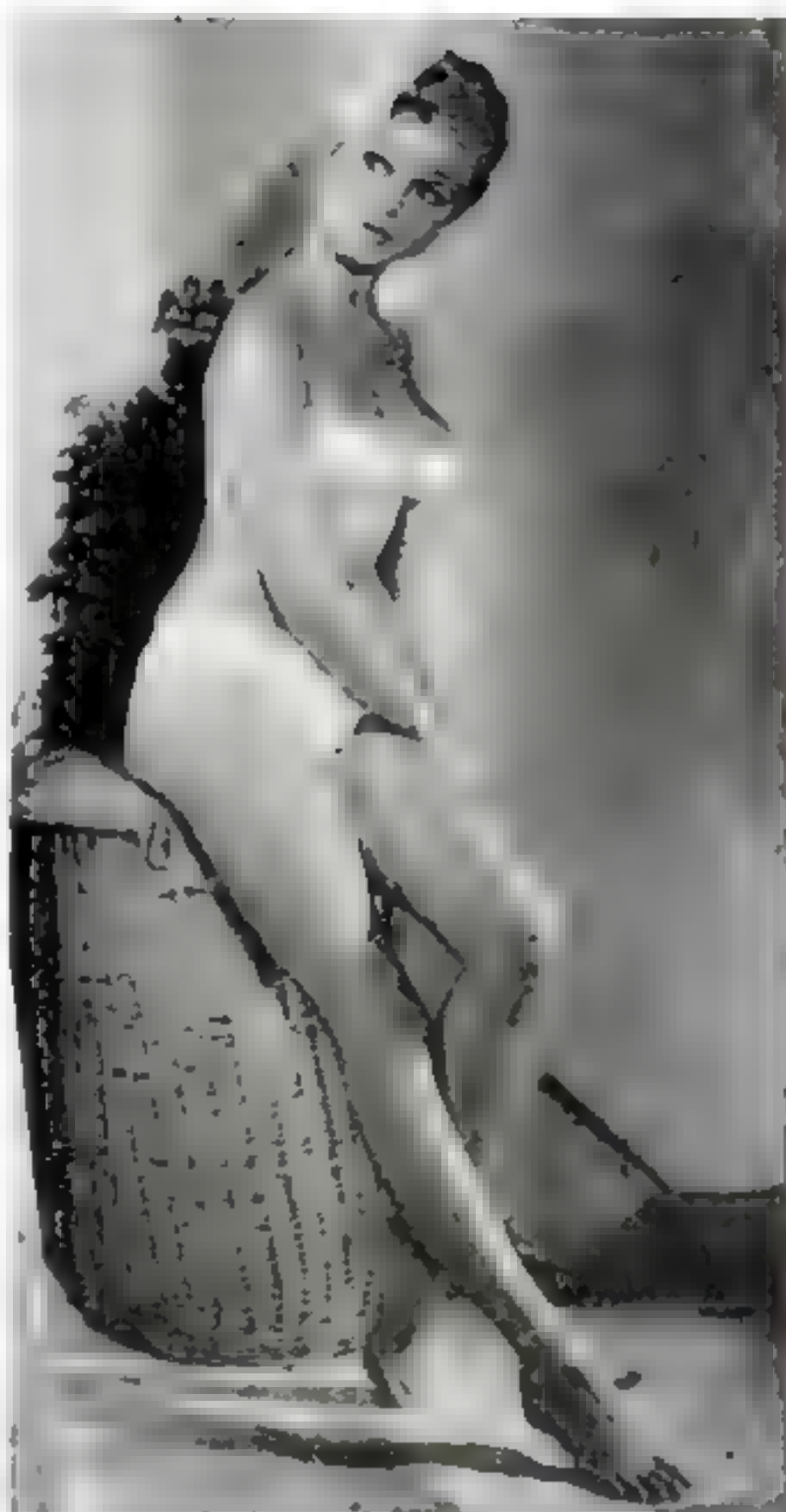
Actually Brigitte seems to be able with only a few insolent motions of her body—or with one flat and sullen stare—to provoke the embarrassment of the most basic emotions: envy, lust, guilt or anger. Few middle-aged, motherly women seem to attend her pictures, but the point is illustrated by the way just a few of them can react to one particular scene in *And God Created Woman*.

The scene goes like this: Brigitte, having married the younger son of a good, sensible French widow and having got him beat up by the village bully on the way home from the wedding, hurries him upstairs, ostensibly to help him get cleaned up for the wedding dinner. But to the embarrassment of the boy's stiff-backed mother and the veiled satisfaction of a set of condoling family friends at the table, a long delay ensues.

An outrageous entrance

THEN Brigitte comes downstairs alone, her hair disarranged, her feet bare, a half-open bathrobe trailing at her heels. She casually ignores the wedding company, spears food with a borrowed fork, puts it on a borrowed plate, picks up a bottle of wine and undulates insolently back upstairs. At this point the gasps, breath-catchings and indignant mutterings of even four or five mothers-of-sons in an audience sound like a convention of geese. The ladies seem quite unable to restrain themselves. All of them seem to feel that they, too, are helpless victims of the succubus, even though Brigitte is only an image of colored light upon a panel of cloth.

A great part of Brigitte's enormous pull at the box office must certainly be ascribed to the fact that she has yet to make a picture without repeatedly divesting herself, wholly or in part, of her clothes. She is a startling animal. Photographed in color, the lissome Bar-



BRAZEN IN BRIEFS, Bardot looks lusciously long legged. She gives wardrobe people no trouble.

dot body is an item calculated to call up lasciviousness in a deacon and regret and envy in a queen of the Four Hundred. One cannot watch any Bardot film for long without seeing Bardot in a bikini. Bardot negligently dramatizing her nakedness with a corner of bed-sheet, or Bardot slowly and sinuously removing a dress. But this is seldom a simple peepshow. It is a performance calculated to seek out and dramatize failings in the soul of the beholder.

Brigitte epitomizes that triumphant dishonesty toward men which every woman desires to achieve and which the ill-equipped and federated majority damn with such breast-heaving indignation. The male viewer, having been frankly invited to admire the lush Bardot charms, is soon forced to an uneasy suspicion that he is a wicked old man.

Brigitte is now 24, but in any stage of dress or undress she can instantly become a child. The big mouth, so sensuous a moment before, trembles in sullen, adolescent rebellion, and the bedroom eyes well up with tears of adolescent bewilderment—even while the woman's body goes on signaling to the embarrassed baser instincts. In almost every picture Brigitte cuddles rabbits, dogs, cats or soft stuffed animals like a lonely orphan child. In *Please! Mr. Balthaz*, in which she does strip dances, she also brushes her teeth. No husband and father, watching her trying as prettily as a 6-year-old to spit past her lower lip, could help but be ashamed of himself.

Uneasy jeers

WOMEN who come to jeer at the ridiculous spectacle of another woman undulating about in her pelt seems to grow uneasy, too, as they watch Brigitte. One gets the feeling that Bardot, even if wearing not a stitch, could walk into a roomful of fully dressed Westchester matrons and reduce them to defeated rage with one aloof, secret and calculating smile.

Brigitte is a terrible brat but not a simple one. She can be gay, poised, pleasant and witty if she wishes. It will probably come as a blow to critical females that in her new picture, *La Parisienne*, she plays the daughter of a premier of France and looks completely at home in the part.

It is difficult not to wonder what will become of her. In time she may become a fat, conservative and terrible old lady herself. One can only sympathize in advance with the younger girls, like Brigitte, who may then cross her path.

SOONER OR LATER IN MOST OF HER FILMS, BARDOT IS SEEN LOUNGING ON A BED. THIS SCENE IS FROM HER JUST-FINISHED "THE LADY AND THE PUPPET"



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THE EDITORS OF **LIFE** PRESENT

THE WONDERS OF LIFE ON EARTH

DARWIN'S THEORY, the manuscript at lower right, was first made public in this room of Linnean Society in London.



A new series explores Charles Darwin's world of nature

With this issue **LIFE** begins a major series to commemorate the 100th anniversary of a great turning point in human thought. The series will take readers on a voyage of rediscovery to the jungles, grasslands and desert isles where the master naturalist, Charles Darwin, probed the secrets of nature and came to an astounding conclusion: that life on earth is the product of evolution.

Darwin's theory of evolution was first announced to the world on July 1, 1858, in the London hall shown above. After decades of bitter controversy it has left the path of man's thinking littered with the wreckage of old ideas and has embedded itself in every aspect of modern culture—the procedures of scientists, the searchings of theologians, even the everyday conversations of men.

Darwin based his theory on what he saw during his famous voyage on the *Beagle* (pp. 66-69). In its series **LIFE** returns to the wild places he visited to show in color the exotic flora and fauna he studied. Eminent scientists have collaborated to explain how Darwin's observations led to his theory and how his ideas stand up in the light of today's knowledge.

The first article on the following pages summarizes the life of Darwin. The series, which will be in total a grand pageant of the wonders of earth's living things, will go on to display: the curious creatures of the Galápagos, the flamboyant insects of Brazil, the fierce beasts of the Mato Grosso, the world of the high Andes, the realm of coral atolls, the missing links and odd fellows of evolution.

DARWIN DISCOVERS NATURE'S PLAN

A voyage led young Englishman to epochal evolution theory

by SIR JULIAN HUXLEY

A HUNDRED years ago the theory of evolution was born in the dignified assembly room of the Linnean Society of London. Few if any of those who attended the scientific meeting realized the full implications of what was communicated to it. The idea whose force was to shake the world had been nourished in the mind of Charles Robert Darwin for 20 years and more, ever since his famous voyage around the globe in H.M.S. *Beagle*. The reading of the papers excited little attention at the time. "The only published notice of them which I can remember," wrote Darwin long afterward, "was by Professor Haughton of Dublin, whose verdict was that all that was new in them was false, and what was true was old."

"This shows how necessary it is," added the chief protagonist of natural selection, "that any new view should be explained at considerable length in order to arouse public attention." Darwin was right. In the next year his greatest work, *The Origin of Species*, was published—a long book, condensed from an unfinished treatise which would have been five times longer—and not until then did the world begin to quiver and stir under the shock.

The idea of evolution, the notion that living things might share a common descent, had been held by some before Charles Darwin was born in 1809. Darwin's own grandfather, Erasmus Darwin, had even groped toward the idea of selection, only to let it slip. The meticulous, obsessive mind of Charles Darwin discovered in a flash of genius evolution's agent: natural selection. As Ornithologist James Fisher has said: "No subsequent synthesis of thought—not even the theory of relativity—has so humbled man, so purged his self-consciousness, so tempered his purpose and so blessed his wisdom."

Who was this naturalist who so stirred the thinking world? What was the evolution of Charles Darwin himself? It is worth dwelling on his formative years, for they teach us something of the flowering of genius.

When he was a schoolboy Darwin read *The Natural History of Selborne* by Gilbert White, the curate who became the father of field natural history, and wondered "why every gentleman did not become an ornithologist." Beetle-hunting, mineral-collecting, bird-watching and shooting were the passions of Darwin's youth. His father, Dr. Robert Darwin, a successful, commonsensical and domineering medical practitioner in Shrewsbury, sent him to Shrewsbury school as a boarder under the famous Dr. Butler. There he stole apples, collected eggs, went fishing, forgot the lines of Virgil and Homer, enjoyed geometry—and earned the nickname of "Gas" as well as a public rebuke from Dr. Butler for conducting chemical experiments in the

tool house of the Darwin home garden with his older brother Erasmus.

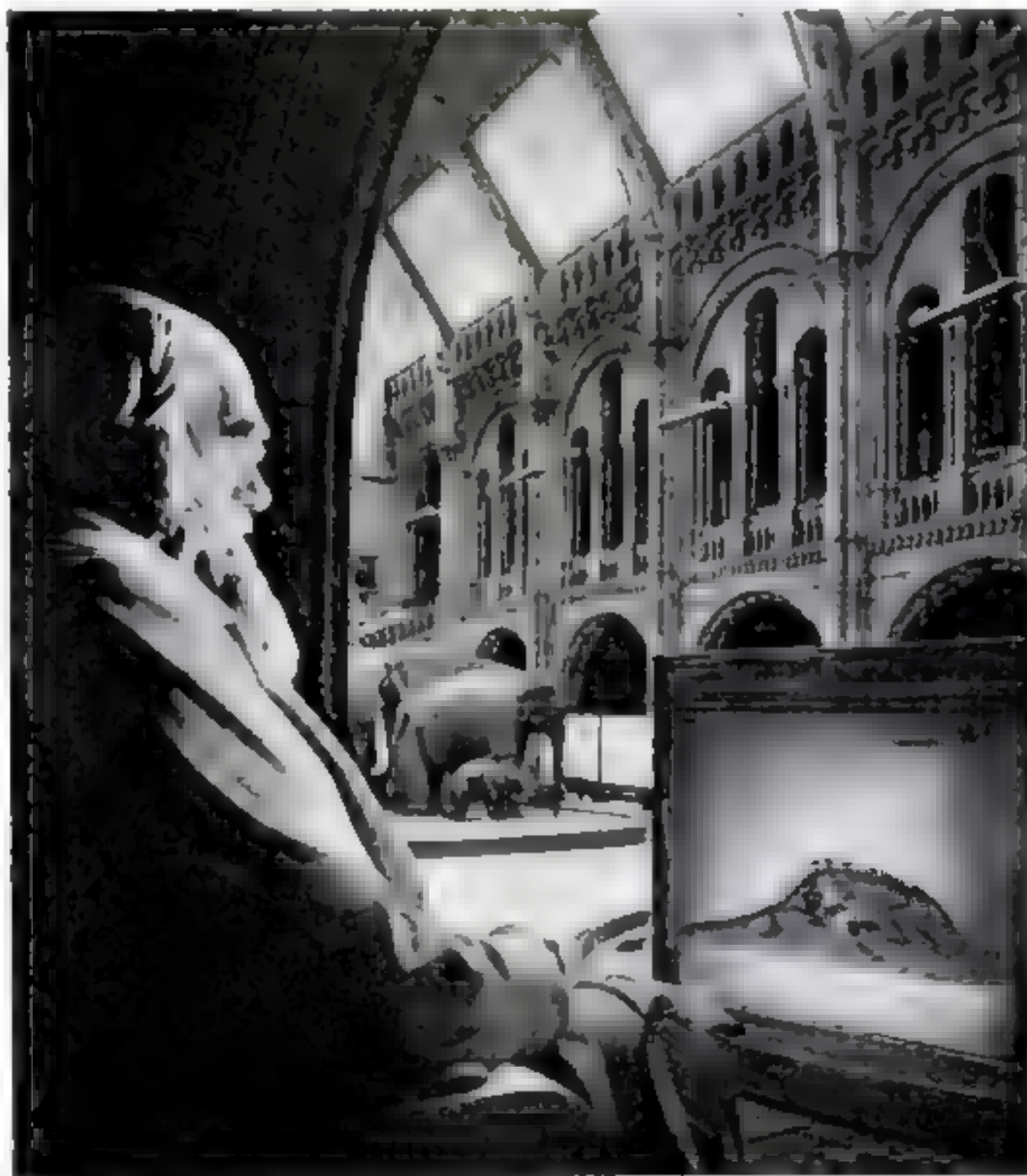
In 1825, when Charles was only 16, his father sent him and Erasmus to Edinburgh to study medicine. Charles dozed through most of the purely medical lectures, was disgusted by the dissection bench and horrified at the operation table. But he sat enthralled at the great American bird-artist Audubon's lectures to the Wernerian Society, and he spent much time ransacking rock-pools or trawling with the Newhaven oystermen. When scarcely 17 he read to a student society his first scientific paper, on two small but interesting discoveries in marine biology.

Robert Darwin was a strict father. When it was clear that his son was not cut out for medicine, the elder Darwin decided that the young man should go into the ministry. Charles accepted without any overt struggle, conquered his scruples about belief in all the dogmas of the Church of England and in 1828 entered Christ's College, Cambridge with the intention of taking a degree and becoming ordained. Years later he wrote, "I liked the thought of being a country clergyman," but added (in a passage suppressed by his family from his posthumous *Autobiography* and only recently published), "It never struck me how illogical it was to say that I believed in what I could not understand and what is in fact unintelligible."

At Cambridge Darwin continued to "waste" his time on things that interested him, concentrating only upon what he was supposed to do to a sufficient extent to take him through his examinations which he managed easily enough. It was no part of his prescribed course to attend the lectures of Professor J. S. Henslow on botany, or to accompany him on field excursions, or to hunt, play cards and drink with a sporting set, or to buy pictures, listen to music, invent new methods of collecting beetles, read

works by the naturalist-explorer, Von Humboldt, and the philosopher-scientist, Herschel, practice shooting in his rooms with percussion cap and candle flame, or finally, having received his degree, to spend a vacation with Professor Adam Sedgwick, pursuing the complex geology of the ancient rocks of North Wales. It was at the end of this trip with Sedgwick in 1831 that Darwin's whole life reached its point of balance, and he waited with anticipation while others decided for him.

Returning to The Mount, the family home at Shrewsbury, he found two sensational letters awaiting him. One was from George Peacock, a



DARWIN STATUE occupies place of honor in lobby of London's Museum of Natural History, overlooking the fossil of extinct amphibian that once lived in Texas. Statue, paid for by public subscription, was unveiled in 1885.

TEXT CONTINUES ON PAGE 77

COLOR PORTFOLIO ON NEXT 11 PAGES



THE FACES AN APE MAKES were studied by Darwin to answer critics of evolution who said human emotions were an unbridgeable difference between man and animal. Insisting the difference was only one of degree not of kind,

Darwin cited the four expressions of a chimp shown here in quadruple exposure. They are (left to right, top) the pout of curiosity or distaste, the smile of pleasure, the mien of thoughtful anxiety and (bottom) the grimace of rage.

Photographed for LIFE by MARK KAUFFMAN



YOUNG DARWIN sat for watercolor by George Richmond in 1840, four years after end of voyage.

EXPEDITION OF THE 'BEAGLE'

In 1831 Charles Darwin was an unsure amateur in biology. By 1836 he was a confident professional. What had changed him was his famous five-year voyage around the world as naturalist to the cartographic ship *Beagle*. The longest part of the trip, from England around South America, and the last leg of it from Capetown home are shown at right; the mid-part of the trip is mapped on the next two pages. Some of the many animals studied by Darwin are depicted generally in or near the regions where he found them and keyed into the list below

CONTINUED

- | | |
|------------------------|---------------------------|
| 1 Tortoise | 37 Mountain viscacha |
| 2 Land iguana | 38 Jaguar |
| 3 Galapagos hawk | 39 Morpho butterfly |
| 4 Darwin finch | 40 Gray's bat |
| 5 Flightless cormorant | 41 Cuttlefish |
| 6 Marine iguana | 42 Chaffinch |
| 7 Scorpion fish | 43 White wagtail |
| 8 Albatross | 44 Sea slug |
| 9 Pipefish | 45 Blenny |
| 10 Parrot fish | 46 Rufous sparrow |
| 11 Magathidium | 47 Brown booby |
| 12 Darwin's rhea | 48 Rock crab |
| 13 Vicuña | 49 Porcupine fish |
| 14 Llama | 50 Gallinule |
| 15 Dog fox | 51 Partridge |
| 16 Black-necked swan | 52 Ring-necked pheasant |
| 17 Scaldotherium | 53 Moray |
| 18 Kelp goose | 54 Flamingo |
| 19 Tuco tuco | 55 Ant shrike |
| 20 Darwin's lizard | 56 Capybara |
| 21 Viscacha | 57 Bottle-nosed dolphin |
| 22 Marsh bird | 58 Croaker |
| 23 Firewood gatherer | 59 Cape duiker |
| 24 Tree frog | 60 Salmon |
| 25 Otter | 61 Sandfish |
| 26 Spectacled tyrant | 62 Turkey vulture |
| 27 Darwin's frog | 63 Southern caracara |
| 28 Pampas deer | 64 Red ovenbird |
| 29 Darwin's tanager | 65 Agouti |
| 30 Azara's opossum | 66 Falkland Island plover |
| 31 Rhinoceros beetle | 67 Burrowing owl |
| 32 Vampire bat | 68 Jackass penguin |
| 33 Armadillo | 69 Zorilla |
| 34 American rhea | 70 American egret |
| 35 Rufous tinamou | 71 Brazilian lapwing |
| 36 Yaguarundi | 72 Sperm whale |





AZORES

42

43

44

CAPE VERDE IS.

45

46

47

ST. PAUL ROCKS

48

RECIFE

49

50

ASCENSION

51

ST. HELENA

52

SAO SALVADOR

53

54

RIO DE JANEIRO

56

57

58

60

61

59

CAPE OF GOOD HOPE

72

A. Petruccioli

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H.M.S. Beagle

DARWIN CONTINUED

by numbers. No single one of them was a revelation to him, but all of them together gradually persuaded his cautious mind that the diversity of life on earth had been created by a natural process of evolution.

The voyage was no pleasure tour. On shipboard Darwin suffered agonies of seasickness. On land he caught more than a tourist's quota of intestinal ills. But he soon learned to work on a queasy stomach and to hold the deck for hours observing porpoises or porcupine fish, sea gulls or sperm whales. His more important studies on land were made when the *Beagle*, in the course of mapping some little-known shoreline, could leave him in a place for weeks or months until she doubled back to pick him up. The most fruitful of his sojourns ashore will be described in detail in later instalments of LIFE's Darwin Centennial series.

The first long stopover was Brazil. In the tropic forest Darwin wandered "in a chaos of delight," netting so many insects that his shipmates dubbed him "the flycatcher." He hunted rheas with the gauchos and learned to stave off hunger on the pampas by smoking cigars and drinking maté. In Patagonia he met his first llamas and found he could attract their notice by lying on his back and kicking his legs. Here too he unearthed fossil monsters like *Megatherium* and *Scelidotherium*, two Ice Age ground sloths which could rear up on their hind legs and browse at treetops. Sensing the kinship of such extinct giants with smaller living forms, he mused on their possible common ancestry.

On a side trip to the Falklands he lost a wrestling bout with a jackass penguin which he tried to block from the ocean. In the somber forest of Tierra del Fuego he saw a human female suckling her child while sleet melted on their naked bodies. The sight convinced him that human beings were not so far removed from animals as he had believed.

After the 90-foot *Beagle* rode out 24 days of terrifying tempests off Cape Horn he visited the Chiloe Islands where he captured a rare fox simply by walking up to it and knocking it on the head. In Chile he witnessed the great earthquake of 1835 and measured a two-foot rise in land level caused by it. Later when he found fossil seashells at 13,000 feet in the Andes he knew how they had been lifted there.

In the Galapagos, Darwin amused himself riding the backs of giant tortoises. He also noted that isolation had made the tortoises different from one island to the next—an observation basic to his later theories. In Tahiti he admired the women, in Australia the platypus. The Cocos Islands, south of Sumatra, gave him a chance to study coral atolls.

By now he was sick of being seasick and eager to write up the ideas which possessed him. When the *Beagle* finally rounded Cape Hope and reached England, Darwin was tired and ailing, but he had sent ahead of him, crate by crate, one of the finest collections of rocks, plants and animals ever assembled.

- | | |
|----------------------|-----------------------|
| 73 Spade-footed frog | 87 Jack |
| 74 Flying fish | 88 Eel |
| 75 Shells | 89 Gurnard |
| 76 Long-toed frog | 90 Live-bearing gecko |
| 77 Cape pigeon | 91 Kangaroo rat |
| 78 Gannet | 92 Platypus |
| 79 Fairy tern | 93 Gang-gang cockatoo |
| 80 Hermit crab | 94 Trigger fish |
| 81 Butterfly fish | 95 Trunk fish |
| 82 Surgeon fish | 96 Pink cockatoo |
| 83 Swellfish | 97 Crimson rosella |
| 84 Shells | 98 Goat fish |
| 85 Giant toadflat | 99 Albatross |
| 86 West swamp rat | 100 Frigate bird |

CONTINUED



HOUSE AT DOWNE where Darwin wrote *The Origin of Species* is kept up as he left it by British Association. Here are the back porch (left) and wisteria-draped walls of a central turret which houses the dining room and a bedroom.



PLACID MEMORIES OF DAYS IN KENT

During the last 40 years of his life, Darwin published an amazing number of pioneering biological works and shook Western thought with his theories. But he lived in seeming leisure and deceptive calm. His retreat was an ungainly home amid beautiful gardens in the town of Downe in Kent, 20 miles from London. On returning to England he had at first lived in the city. But in 1842, after publishing the journal of his voyage and marrying Emma Wedgwood, of the wealthy pottery family, he had to move. Fame and his wife's charm had made his London life too much of a social whirl.

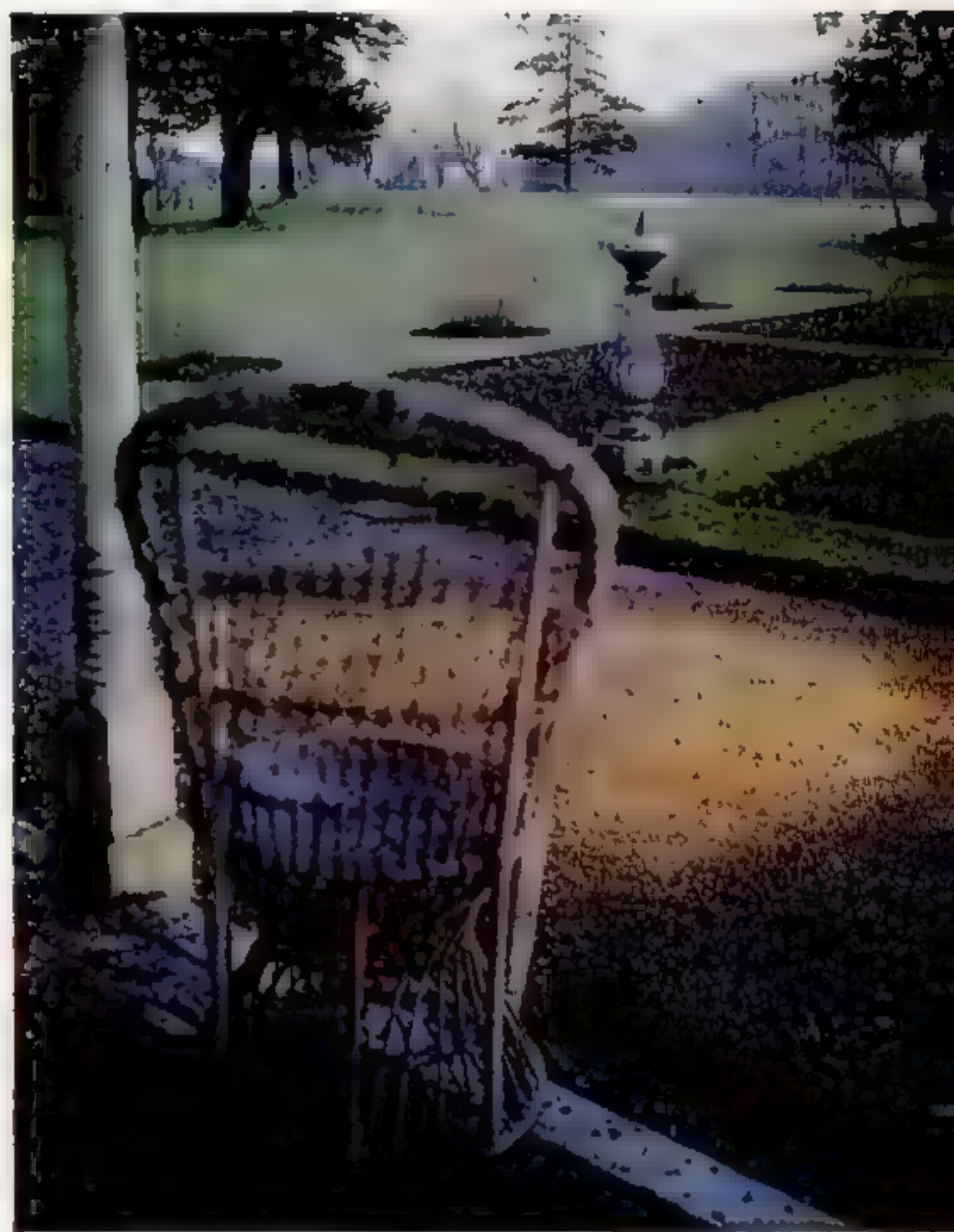
Even at Downe work came hard to him. Before publishing anything on an idea he was obsessive about collecting and experimenting (*following pages*) until he had overwhelming evidence for his conclusions. Moreover, he suffered from nausea and headaches, tension and insomnia. But he was sweet-tempered. His 10 children, of whom three died in childhood, adored him and his wife pampered him idyllically. Each day between his three 1½-hour-long periods of intense study, she helped him with his huge correspondence and endlessly read novels to him—he demanded happy endings and kind heroines he could love. At night she played backgammon with him which he frequently—vociferously—lost.



GRAND PIANO on which Mrs. Darwin played stands in drawing room. Darwin had no ear for music but enjoyed it as a background for thought. On wall a copy of portrait by John Collier shows Darwin in 1881, the year before he died.

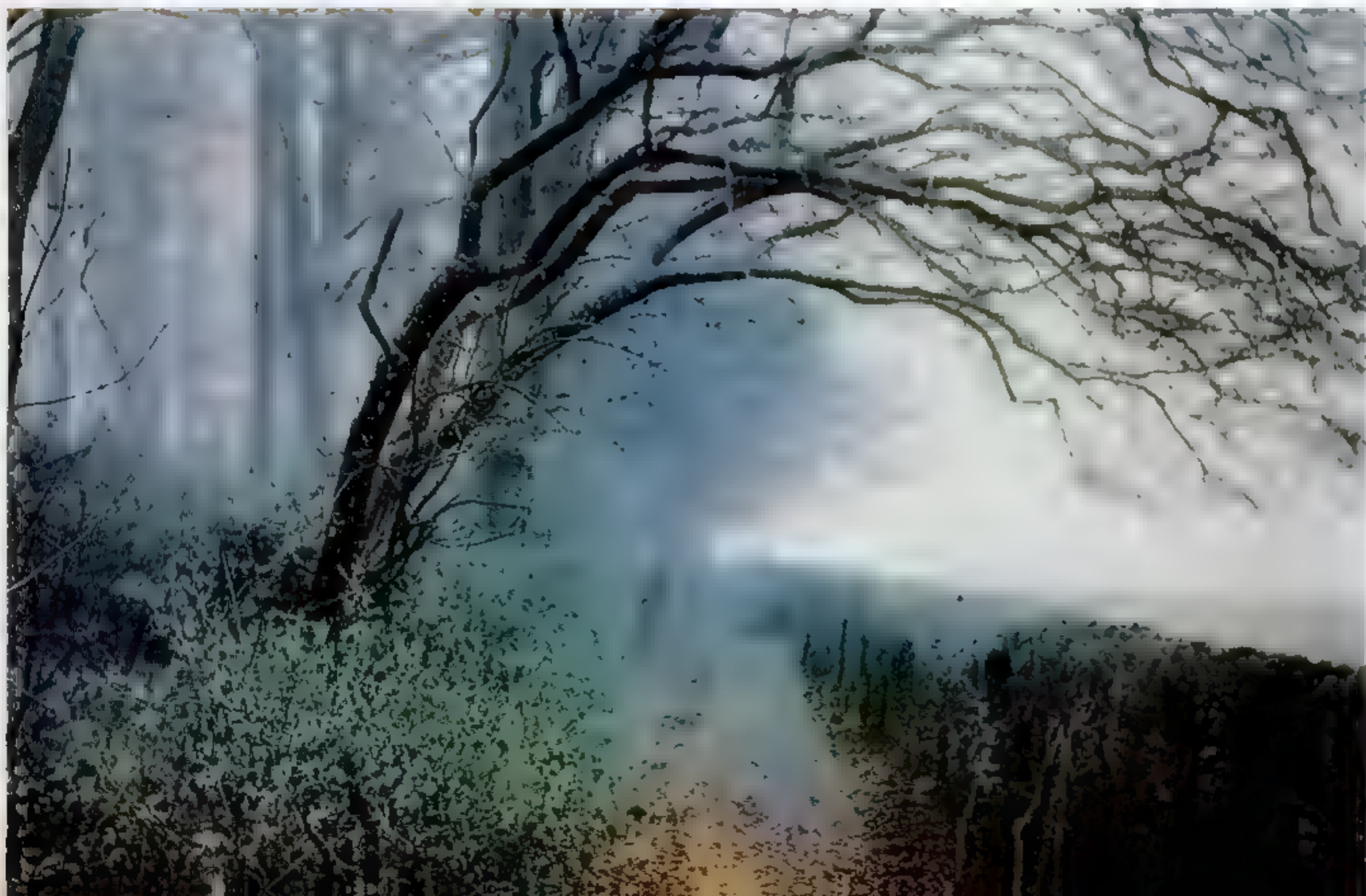
SAND WALK (right) where Darwin strolled with his dog at least twice a day encircles a narrow strip of woodland. Here he often found contingents of his children playing and stopped for a romp or chat with them before going on.

DARWIN CONTINUED



WICKER CHAIR, a replica of the one in which Darwin liked to sit and think, stands on his back porch facing the rose gardens and wide lawns toward the Kentish chalk flats beyond

STAFFORDSHIRE CHURCH (*left*) in which Darwin wed Emma Wedgwood overlooks the chimneys of Maer, her family home. He was her cousin, lived nearby, visited her often as boy





COLLECTION OF SPECIMENS studied by Darwin are grouped around skull of Toxodon, an extinct grazing monster of the pampas. A stuffed cat and armadillo are seen through its eye sockets. Two wild dogs crouch to left of its jaw. Between

dogs lie seven species of Galapagos finches, which Darwin proved had evolved from a single species on the South American mainland. Other relics include a yaguarundi (lower right), a Chiloe fox (upper right) and 26 varieties of pigeons.



CLUTTERED STUDY where Darwin worked is packed with books and tools, solvents and preservatives, much as he left them. His simple one-lens microscope stands on dissecting shelf before window. On low swivel stool he could quickly

roll into reach of whatever he needed or rest his eyes on garden outside. In this study he wrote all but two of his 17 books. Here or in greenhouse he conducted simple but painstaking experiments like ones re-enacted on the next two pages.

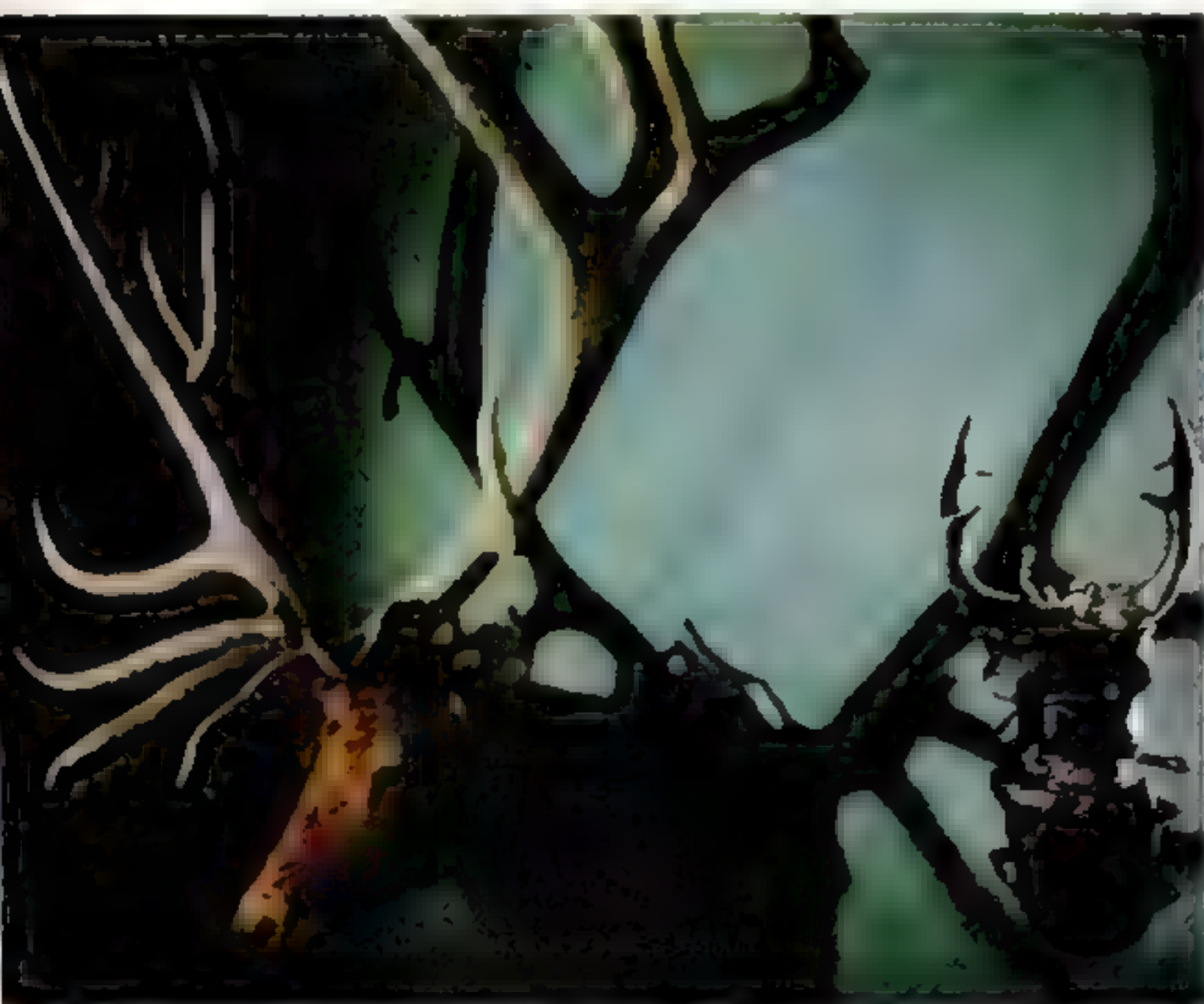
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DARWIN CONTINUED

HIS EXPERIMENTS



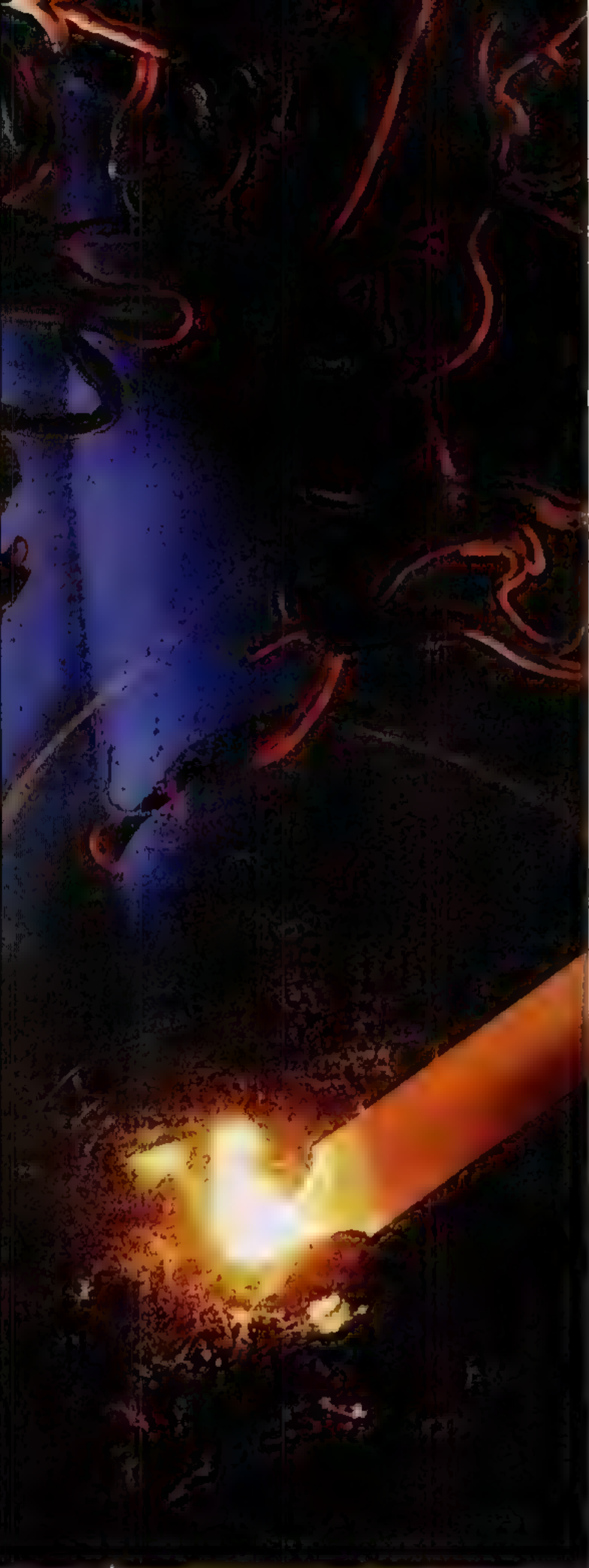
POLLINATING BEE crawls from narrow neck of Malayan orchid in recreation of Darwin experiment. He proved that orchids' adaptations for attracting bees and covering them with pollen helped keep species constant.



ORNAMENTAL HORNS deck heads of many male animals from tiny stag beetle to huge elk juxtaposed here. Darwin studied horns, concluded they evolved by natural selection because females of species found them attractive.



ILLUMINATED WORMS represent one of many small experiments which Darwin thought necessary for his last opus, a book on earthworms. By stealing up on unsuspecting colonies in the dead of night, he proved that worms



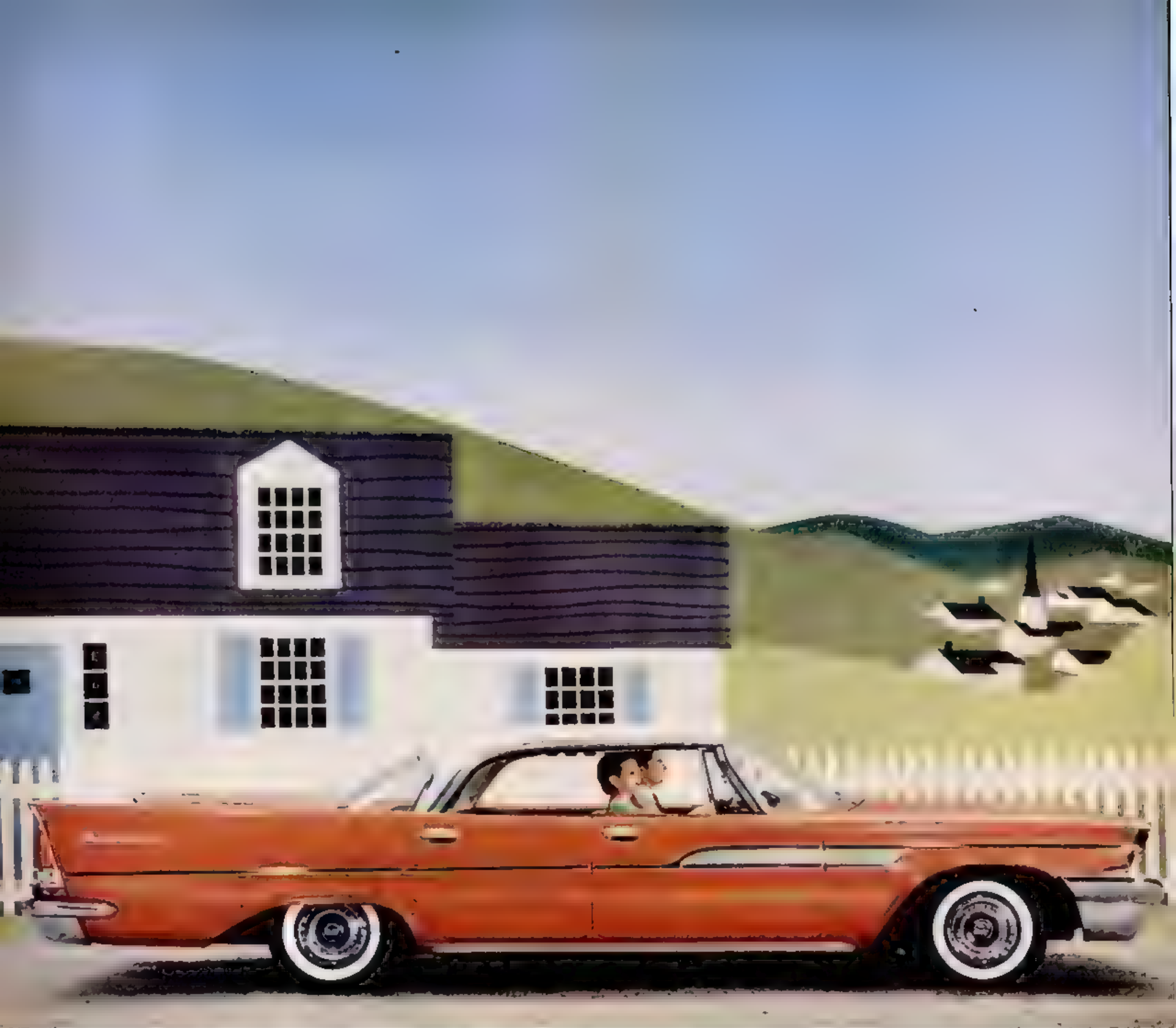
reacted to light only if bright. Here, night crawlers (*upper left*), held on a glass plate, ignore the red glow of a bull's-eye lantern behind them. Candle flame represents kind of brightness he found would make worms go for cover.



MEAT-EATING PLANT, the sundew, which Darwin studied for its animalistic behavior, traps fruit fly in sap exuded by its tiny red tentacles. Next, the longer tentacles under leaf will arch up to enclose the fly and digest it.



TWINING TENDRILS were timed by Darwin for a book on plant movements, a subject he explored for evidence of kinship between plants and animals. Here tendrils are symbolically superimposed on a watch like Darwin's.



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JULIAN HUXLEY

THE AUTHOR

Sir Julian Huxley, one of Britain's most distinguished scientists, is grandson of the famous biologist, Thomas Henry Huxley, who was an early champion of Darwin. Sir Julian is himself a renowned authority on genetics and evolution, a former director-general of UNESCO and the author of many scientific papers and popular books. He was knighted by Queen Elizabeth last February.

DARWIN CONTINUED

Cambridge mathematician and astronomer, in whose hands lay the sole nomination of naturalists to the surveying ships of the Royal Navy. H.M.S. *Beagle*, a 242-ton brig, was due to go on an extended circumnavigation of the world. Would Charles Darwin consider taking the job of naturalist? With Peacock's letter came one from Charles's most valued Cambridge friend and teacher, Professor Henslow. Henslow, then only 35, had himself been offered the job and had regretfully turned it down. "I have stated," Henslow told Darwin, "that I consider you to be the best qualified person I know of who is likely to undertake such a situation."

Next day Charles talked things over with his father. Robert Darwin found the idea wild and disreputable to the character of a future clergyman. He felt that the job must have been offered to many others (it had been offered only to two), that Charles would never settle down to a steady life on his return, having once more changed his profession, that his accommodation on the vessel would be most uncomfortable and that the undertaking would be useless. But Dr. Darwin added an all-important rider, "If you can find any man of common sense who advises you to go, I will give my consent."

Charles felt beaten. He wrote that day to Peacock refusing the post. But his uncle, Josiah Wedgwood II, thought the *Beagle* trip was an excellent idea and drove over to Shrewsbury to talk to Charles's father. Apparently Uncle Josiah was considered a man of common sense, for Dr. Darwin gave his permission.

Charles Darwin was 22 when he sailed on the *Beagle* from Plymouth on Dec. 27, 1831. He returned to England on Oct. 2, 1836, five years older, incalculably wiser, his notebooks full of facts, his head full of ideas and his boxes full of specimens from the long journey (p. 72). The many fossil skeletons of mammals that he had found in South America had shaken his belief in the unchangeability of species. These creatures were of the same peculiar family types as existing South American animals, but of quite distinct species. Darwin got his first glimpse of the fact that the arrangement of forms of life in the successive strata of the rocks showed a pattern of rise, success, fall and extinction that reflected the struggle for existence and showed that this struggle was as old as the rocks themselves.

Darwin's good fortune in beholding the system of geology in the great South American continent was crowned by another decisive circumstance. The pattern of life he had seen around him and in the rocks forced him to think along broad lines in terms of continuity and gradual change. When the *Beagle* reached the oceanic archipelago of the Galápagos Islands on the equator 600 miles west of Ecuador, the conviction first dawned on Darwin that gradual change—in other words, evolution—must actually have occurred in living things and that new species must have been formed from others already existing. It is certain that among the ground finches (now called Darwin's finches) and mockingbirds and tortoises and lizards and plants of these isolated islands, Darwin's experiences finally crystallized his dawning thoughts and led him to the idea of evolution as the best hypothesis to account for the facts of nature. He spent the next 20 years of his life testing this hypothesis and eventually demonstrated that evolution was a fact.

In July 1837, not long after his return to England, Darwin began a series of notebooks on the "transmutation of species." He was already aware of the full implication of this idea: the probable common ancestry of all living things on earth, including man. Though he soon saw how efficient human selection could be in creating new varieties and races of domestic animals and plants, he could not see how selection could operate in nature. And then, in October 1838, he "happened to read for amusement Malthus on *Population*"—I quote his own revealing phrase—and the idea of natural selection

CONTINUED

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DARWIN THE CHILD was portrayed with younger sister Emily Catherine in this chalk drawing. Picture was made in 1816, when Charles was 7.

DARWIN CONTINUED

immediately flashed upon him. "Here, then," he continued, "I had at last got a theory by which to work."

The evolution of Charles Darwin as the creator of the master-theory of life was a slow one. He kept putting off publication of his work and kept piling up mountains of facts in support of his ideas and working out his arguments in ever fuller and more closely reasoned detail. Indeed, his procrastination verged on the pathological.

Not until 1842 did he allow himself "the satisfaction" of writing a pencil abstract of 35 pages on his theory of evolution—which was found more than 50 years later in a cupboard under the stairs at his house in Kent. In the same year he published his new and important theory of the origin of coral reefs based on *Beagle* observations.

Darwin was always reinforcing his general thought by particular investigation, and the reward of particular investigation was the discovery of lessons of general value. In 1844 he made an enlarged abstract of some 230 pages on the theory of evolution. If it had been published, it would have had the impact of the great *Origin of Species* 15 years later. Yet he waited and procrastinated and discussed his ideas only with a few intimate scientific friends, notably the great geologist Charles Lyell and the young botanist Joseph Hooker.

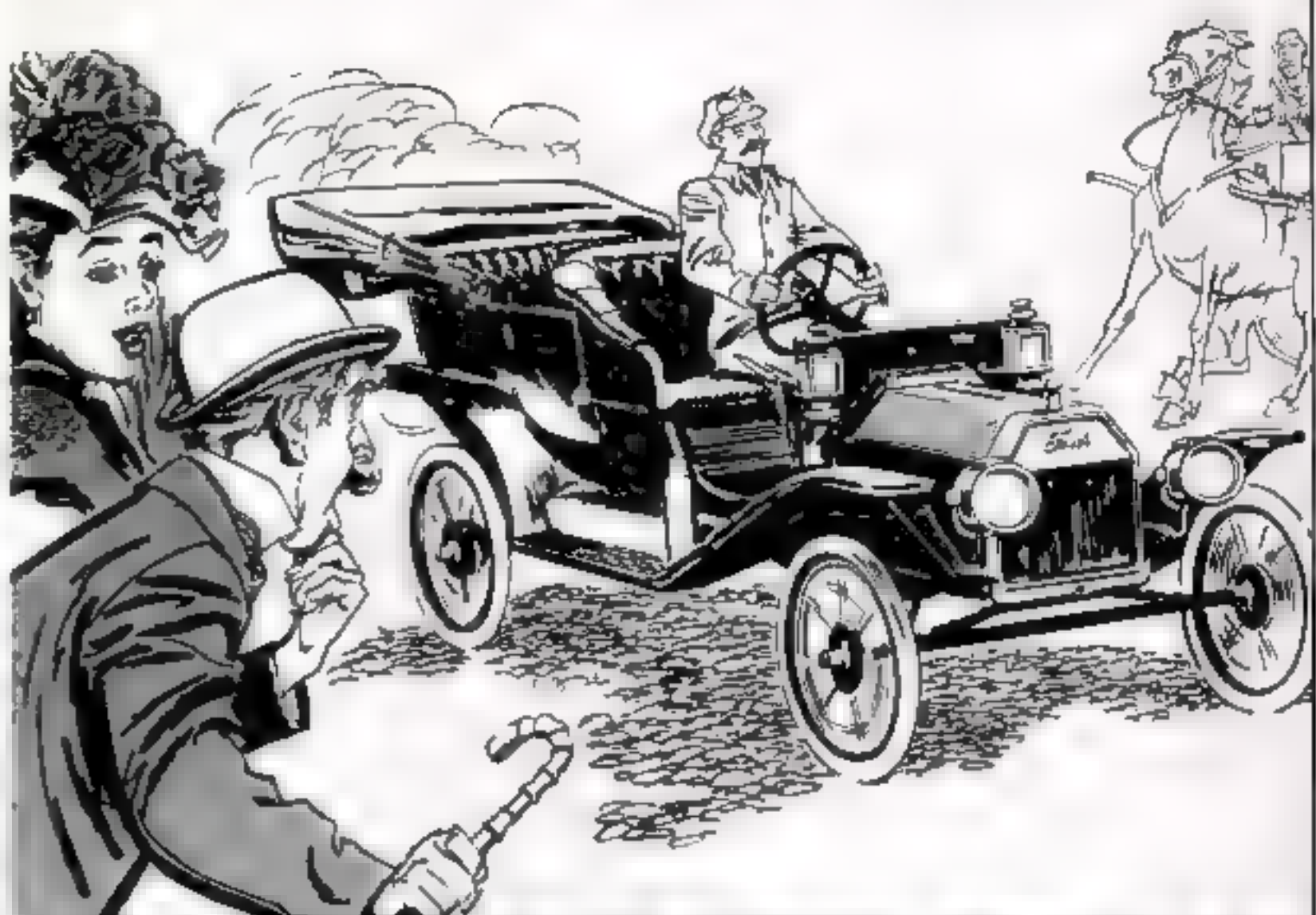
Darwin continued interminably to collect facts. In October 1846, starting to work on some barnacles he had collected on the *Beagle* voyage, he decided to devote himself to a monograph on the barnacles of the world. This was eventually published in four volumes between 1851 and 1854. Such painstaking, systematic work was typical of him. If he had not done it, he would have been another kind of man and it is not very apt to suggest, as Darwin himself once did, that he was wasting his time. Darwin's barnacle years were years of discipline. In 1854 he at last got down to whole-time work on the transmutation of species, and in 1856, under Lyell's influence, he began writing a vast treatise on the subject.

However, this was never published. Early in the summer of 1858 Charles Darwin got the greatest shock of his scientific life. Opening mail from the Malay Archipelago from his fellow naturalist Alfred Russel Wallace, he read an essay "On the Tendency of Varieties to Depart Indefinitely from the Original Type." What Darwin read, point by point, was a summary of his own theory of evolution by natural selection. Wallace must always share with Darwin the glory of having thought of natural selection as evolution's chief agent. His idea was born of as many years of field natural history as those of the greater genius but was not backed by the same weight of evidence and argument. Wallace has left his mark on the vital though less fundamental study of geographical distribution, and the biologists, rather than the world at large, remember him today.

All came well. After much heart-searching on Darwin's part and the firm intervention of Lyell and Hooker, the views of Darwin and Wallace were communicated together to the Linnean Society on July 1, 1858 and published in the next number of the society's *Journal*.

The next and more important result was the publication of *The Origin of Species*. Strongly pressed by Lyell and Hooker, Darwin

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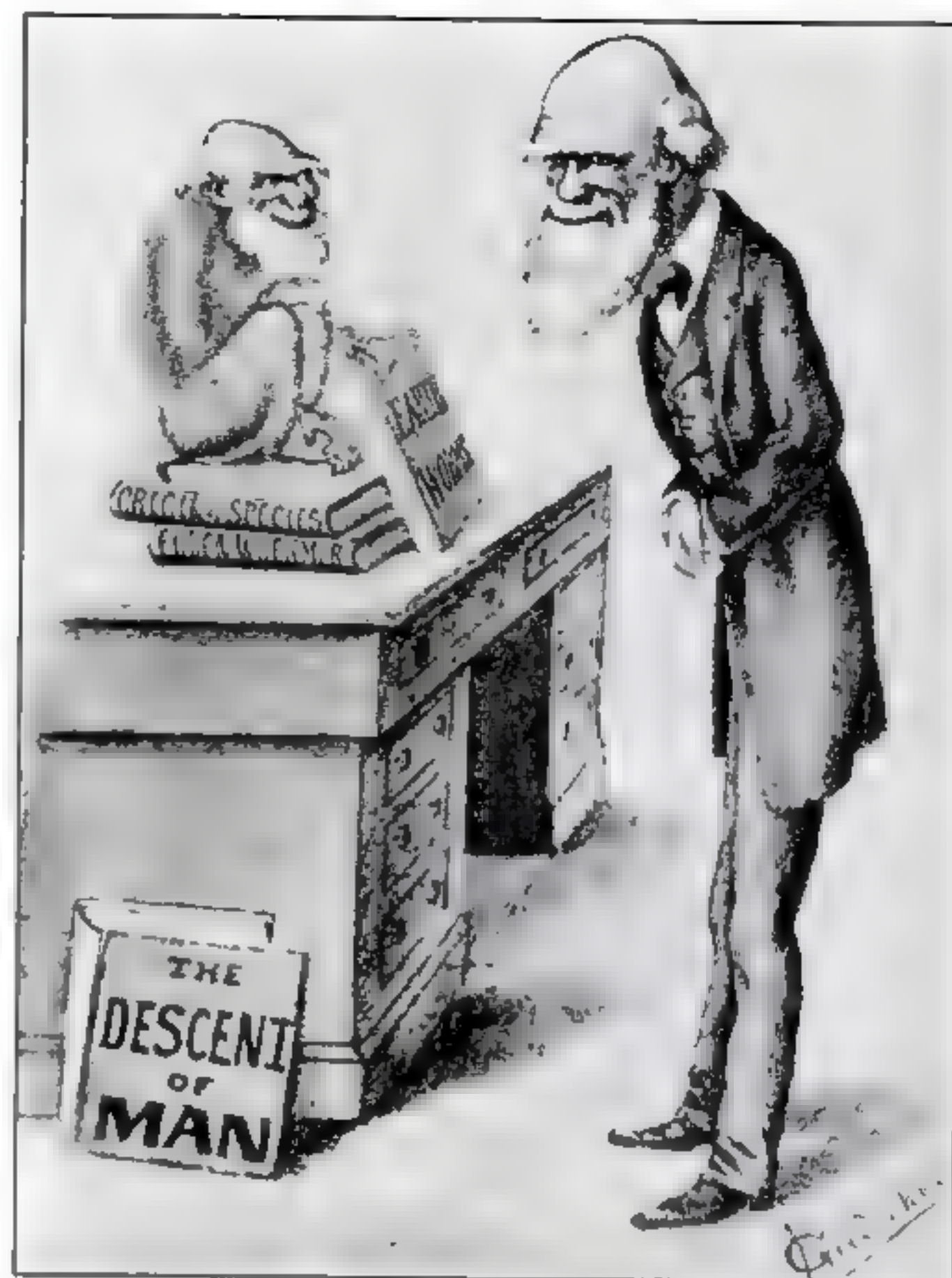
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LAMPOONING DARWIN THEORY that men and apes have common descent, this cartoon published in late 19th Century shows the controversial scientist with an ape that looks like him and apparently wrote his books.

DARWIN CONTINUED

finished the book in just over 13 months. To the end of his days he called it "only an Abstract," though he acknowledged that it was "no doubt the chief work of my life," and this is certainly true.

The *Origin* was published on November 24, 1859. All 1,250 copies printed were sold on the same day. It was received by the public with a horrified fascination that extended to many of Darwin's old scientific friends. His old teacher Adam Sedgwick found parts "utterly false and grievously mischievous." Sir John Herschel, the scientific philosopher, called it "the law of higgledy-piggledy." But many of the best brains were convinced. Hooker, Lyell and Wallace were delighted. The distinguished ornithologist Alfred Newton was converted, and my grandfather, the rising young biologist Thomas Henry Huxley, became Darwin's keenest protagonist.

It is now hard to imagine the vehemence with which emotion guided argument about evolution in those days. When the British Association for the Advancement of Science met in Oxford in 1860, Bishop Wilberforce, a mathematician and an ambitious prelate, announced his intention to "smash Darwin." Darwin was not present. After speaking "for full half an hour with inimitable spirit, emptiness and unfairness," he turned to Huxley, already known as an avowed Darwinist, and "begged to know, was it through his grandfather or his grandmother that he claimed his descent from a monkey?"

The exact words of Huxley's reply have been lost. But one of his hearers recalled it thus: "I asserted—and I repeat—that a man has no reason to be ashamed of having an ape for his grandfather. If there were an ancestor whom I should feel shame in recalling it would rather be a *man*—a man of restless and versatile intellect—who, not content with an equivocal success in his own sphere of activity, plunges into scientific questions with which he has no real acquaintance, only to obscure them by an aimless rhetoric, and distract the attention of his hearers from the real point at issue by eloquent digressions and skilled appeals to religious prejudice."

Since Huxley's cutting speech the educated world has come, with steady inevitability, to accept Darwin's conclusions. The theory of evolution has stood the test of time—a hundred years of time.

There are three questions we can ask on the memorable centennial of this occasion. What was Darwin's particular contribution? How

CONTINUED

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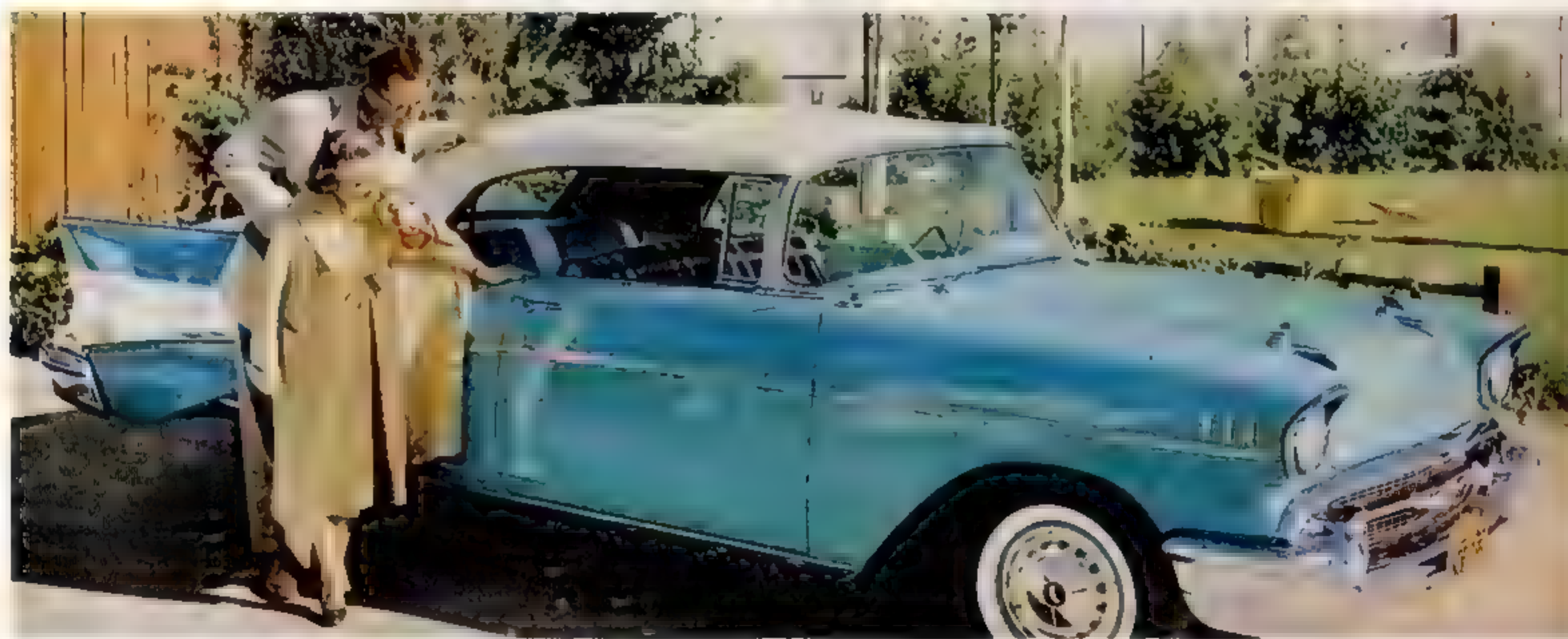
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does Darwinism stand today? And what effect has it exerted on the progress of science and on general thought?

Darwin's essential contribution was twofold. By his patient accumulation and analysis of facts he made it clear that plants and animals could not possibly have been created in their present form but must have undergone a long process of development—in other words, that evolution was a fact. And by his discovery of the principle of natural selection and his brilliant working out of its implications, he gave a scientifically intelligible account of how that slow development could have occurred by natural means without supernatural intervention—in other words, of the *method* of evolution. "This preservation of favorable individual differences and variations, and the destruction of those which are injurious," he wrote, "I have called Natural Selection, or the Survival of the Fittest."

To the second question—how does Darwinism stand today?—the brief answer is, "Very well indeed." No reputable biologist doubts the fact of evolution. In fact, it provides the foundation for the entire structure of modern biology. And natural selection, after a skeptical interlude from about 1895 to 1920, has now been firmly established as the main method by which evolution operates and the only one by which major changes can be brought about.

Almost all the main theses put forward by Darwin are still valid, though modified by later discoveries. In the first place, all existing animals and plants and most extinct species have certainly been produced from one or a few simple ancestral forms. Indeed, we can now be sure that life has been produced from non-living matter by natural process. The burning evolutionary problem is no longer the mechanism of the origin of species but that of the origin of life.

Darwin's next conclusion, that biological evolution was slow and gradual and demanded very long periods of time, has been fully confirmed. The fossils unearthed by paleontologists have shown no cases of abrupt transformation but many of gradual evolution. Paleontology has now revealed the detailed course of evolution in many kinds of animals, and we can now with considerable accuracy reconstruct its probable course in many others, including man himself.

Darwin stressed that the working of selection is always related to the particular circumstances in which it is operating. He would have been most interested in an example of natural selection in action whose early effects began to show in England in his lifetime.

DURING the past 80 years the Peppered Moth has turned black in the industrialized areas of Britain and Western Europe, due entirely to selection. This moth in its ordinary rural surroundings is camouflaged to match the tree trunks on which it rests by day. Occasionally dominant black mutants turn up; in the old days they were rare and much prized by collectors. Experiment shows that when blacks and normals are resting together on a normal tree trunk, the blacks are much more often seen and eaten by birds and so get eliminated—in spite of the fact that they are hardier than normals, for their caterpillars better resist starvation and deleterious chemicals.

In the smoke-grimed industrial areas there are fewer insect-eating birds, and the "normals" no longer match their surroundings so well. Also the caterpillars' food is coated with deleterious chemicals in the soot. So whereas in the countryside camouflage gave the normals a strong selective advantage, in industrial areas this advantage not only was less but was overridden by the blacks' advantage in hardness. In each generation more blacks survived until in such areas the pale forms have been reduced to a rare variety. The story of the Peppered Moth is a story of evolution under our own eyes. We are able to understand it because we are the heirs to Darwin's greatest idea.

What else do we see through the door to new thought that Darwin opened a century ago? A new vision of man and the universe. Darwin led us to see man's place in nature in a new and more humble perspective. He did not himself examine the special features and future of human evolution. Now alone of the animals, man knows that he has evolved and begins to understand what evolution means. Through such understanding he may to a large extent be able to control the future of his own evolution and progress in everything from mental health and population control to education and international development of the world's resources.

Darwinism has blown clean winds into almost every branch of science and learning. It was Darwin, more than any man, who unified the whole field of biology. Indeed, the scattered details of botany and zoology, physiology and medicine, anatomy and behavior, could only be linked in the common framework of ideas provided by Darwinism. Many other subjects, often remote from biology, benefited: astronomy, linguistics, archaeology, comparative religion, history, anthropology, psychology, all gained a new dimension. Every branch

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Is the recession over?





The answer from Business Roundup, FORTUNE's monthly report on the economic outlook. In the July issue—out this week.

Because of the importance this information has for the entire nation, FORTUNE is publishing this condensation in the pages of LIFE.

It is no longer a question of whether the recession has touched bottom—that happened some weeks ago. It is no longer a question of how long the “bottom” will last; three months, or six months or twelve. The question now is how fast the *recovery* will spread and how far it will carry. For the upturn in business is now a fact and not just an expectation.

The pickup in demand and business activity in the second quarter of 1958 has been astonishing both for its variety and its vigor. Not only have defense outlays and public works spending advanced sharply under the impetus of government action, but private housing starts have risen 14 per cent in two months, sales of new and used cars increased nearly 10 per cent in April, and even machinery orders picked up 10 per cent.

In May, twice as many industries increased production—e.g. steel, lumber, apparel, aircraft, automobiles, petroleum—as cut it. In May, too, the Federal Reserve's index of industrial production rose a full point to 127 and probably rose another point in June. And most important of all, employment in May rose for the first time since the recession began. Personal incomes, consequently, rose for the third straight month.

The important point about the various recent upturns in output and demand is that they occurred independently of one another. Car

sales picked up before the upturn in machinery orders and steel could affect general purchasing power. This means that there is a stronger inherent and continuing demand for cars and many other goods than many people believed.

What really initiated the business downturn late last summer was not a decline in consumer demand but a combination of a slackening in business investment and a decline in defense spending. And what accelerated the decline was a sharp rise in the rate of inventory liquidation that accounted for fully half of the \$28 billion drop in national output between mid-1957 and the spring of 1958.

Business profits, of course, declined even more than sales. Consequently, manufacturers, who had cut their rate of capital outlays by \$3 billion a year in the first quarter of 1958, found that their profits in that same period declined by the same amount, and they were forced to cut their capital spending again. Thus the recession fed on itself, partly because Washington was late in adjusting its fiscal and credit policies to the new situation.

But fiscal and credit action are now helping to turn the business tide and the reversal will be speeded by a rapid pickup in industrial output over the next six months as inventory liquidation comes to a halt. Business has been working off its inventories at an astonishing

rate of over \$10 billion a year in recent months and, given present sales levels, this must end sometime within the next six months. The result, in effect, will be a \$10 billion gain in the national output. In the next six months, too, “final purchases” of goods and services by government and consumers are expected to rise approximately \$10 billion. The momentum of this total rise of more than \$20 billion in national product in the next six months will carry the economy to a new record-high level of output by mid-1959.

Even the outlook for capital investment is brightening. While some industries still have excess production capacity, many by next year will be facing the prospect of inadequate production capacity again. Moreover, by 1959 many companies will be in a position to make capital outlays that they could not afford this year. But profits should recover now, as sales volume recovers. Meanwhile, the flow of depreciation funds into corporate treasuries is increasing \$2 billion a year. The net of all this should be a mild upturn in capital outlays by business next year. And even a moderate upturn in capital goods spending early in 1959 would round out the business recovery and insure its continuation into 1960 . . .

Thus the economy is clearly launched on a powerful uptrend that, in the next eighteen months, will carry the nation's gross output up more than \$50 billion—to a record level of \$470 billion a year. This \$50 billion upsurge will outdo the 1954-55 recovery in terms of dollars—and match it, in percentage.

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MATURING EVOLUTIONIST, 33-year-old Darwin wrote first abstract of famous theory in 1842, when this picture was taken of him, son William.

DARWIN CONTINUED

of study profited to a greater or lesser degree from adopting an evolutionary approach.

An evolutionary approach: we may remind ourselves of what this means in Darwin's own words, in the immortal passage from the last paragraph of *The Origin of Species*:

"It is interesting to contemplate a tangled bank, clothed with many plants of many kinds, with birds singing on the bushes, with various insects flitting about, and with worms crawling through the damp earth, and to reflect that these elaborately constructed forms, so different from each other, and dependent upon each other in so complex a manner, have all been produced by laws acting around us. These laws, taken in the largest sense, being Growth with Reproduction; Inheritance which is almost implied by reproduction; Variability from the indirect and direct action of the conditions of life, and from use and disuse; a Ratio of Increase so high as to lead to a Struggle for Life, and as a consequence to Natural Selection, entailing Divergence of Character and the Extinction of less-improved forms. Thus, from the war of nature, from famine and death, the most exalted object which we are capable of conceiving, namely, the production of the higher animals, directly follows. There is grandeur in this view of life . . . and that, whilst this planet has gone cycling on according to the fixed law of gravity, from so simple a beginning endless forms most beautiful and most wonderful have been, and are being evolved."

NEXT IN THE SERIES

The Fantastic Galápagos

In the remote islands off South America, peopled by primitive creatures, Darwin found his most convincing evidence for the theory of evolution. Part II of this series will show:

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dry**

Bondex
PRODUCTS

THE REARDON COMPANY © 1968

Frosty cool



Gilbey's Gin

"The world agrees on 'GILBEY'S, please!'"

The International Gin — distilled and bottled in the United States, United Kingdom, Canada, Australia, South Africa, France, Italy, Argentina, Brazil, Chile, Mexico, Cyprus, Germany, Spain, Uruguay. GILBEY'S DISTILLED LONDON DRY GIN, 90 PROOF, 100% GRAIN NEUTRAL SPIRITS. W & A GILBEY, LTD., CINCINNATI, OHIO. DISTRIBUTED BY NATIONAL DISTILLERS PRODUCTS CO.



“Any bran cereal will wake up your appetite
...as long as it's delicious
Post Bran Flakes”



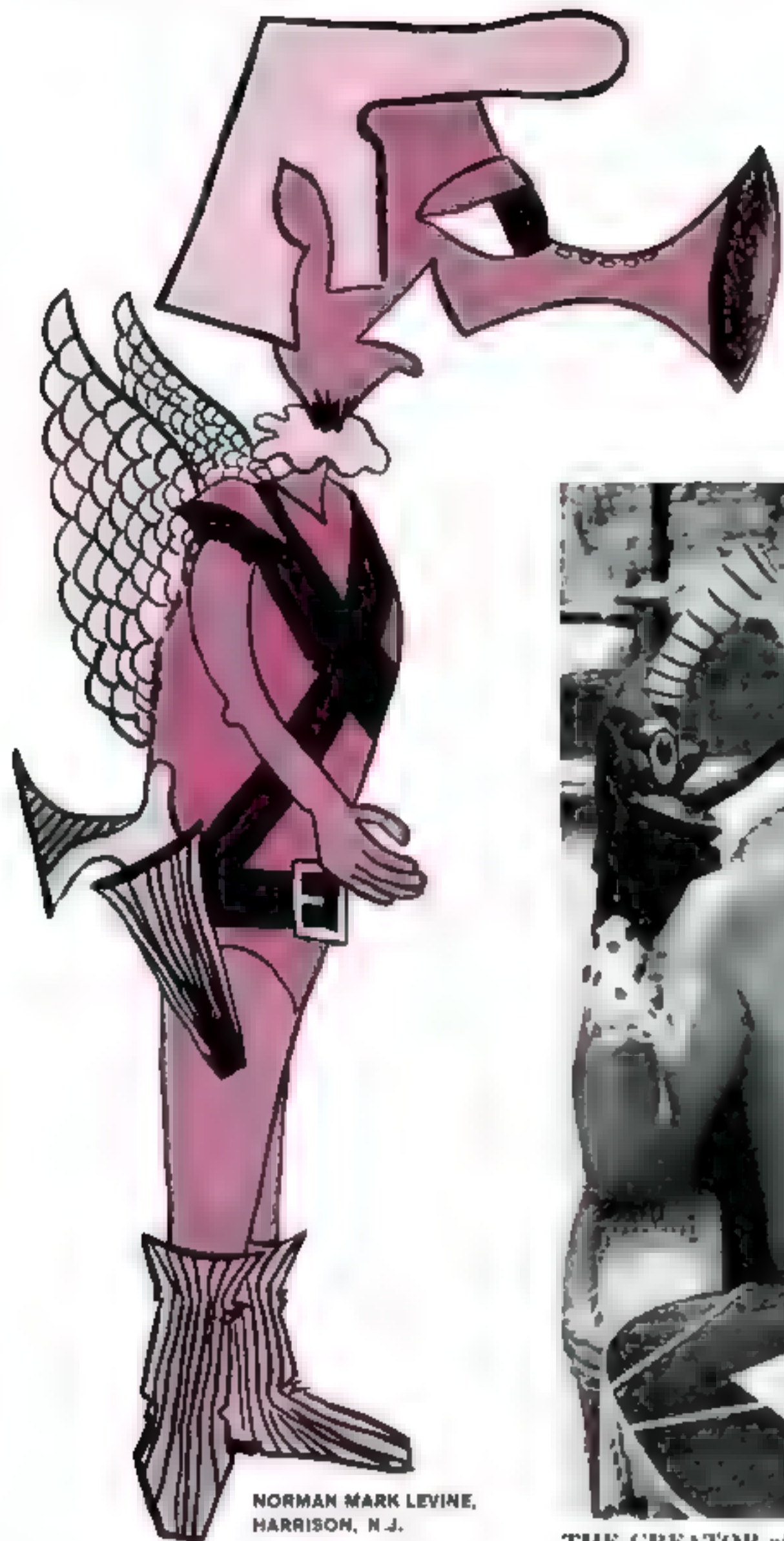
Sleepy appetites rise and shine for Post 40% Bran Flakes...the delicious way to get the keep-regular benefits of bran. In fact—millions eat 'em for flavor alone. Must be why they're the largest selling!



ALL POST CEREALS HAPPEN TO BE JUST A LITTLE BIT BETTER



The Breakfast Foods of General Foods



NORMAN MARK LEVINE,
HARRISON, N.J.

"It had one long horn and one big eye"



THE CREATOR of *The Purple People Eater*, Sheb Wooley, croons his hit to a puppet likeness his wife made.



TOM DALY, NEW HAVEN, CONN.

"I wanna get a job in a rock and roll band"



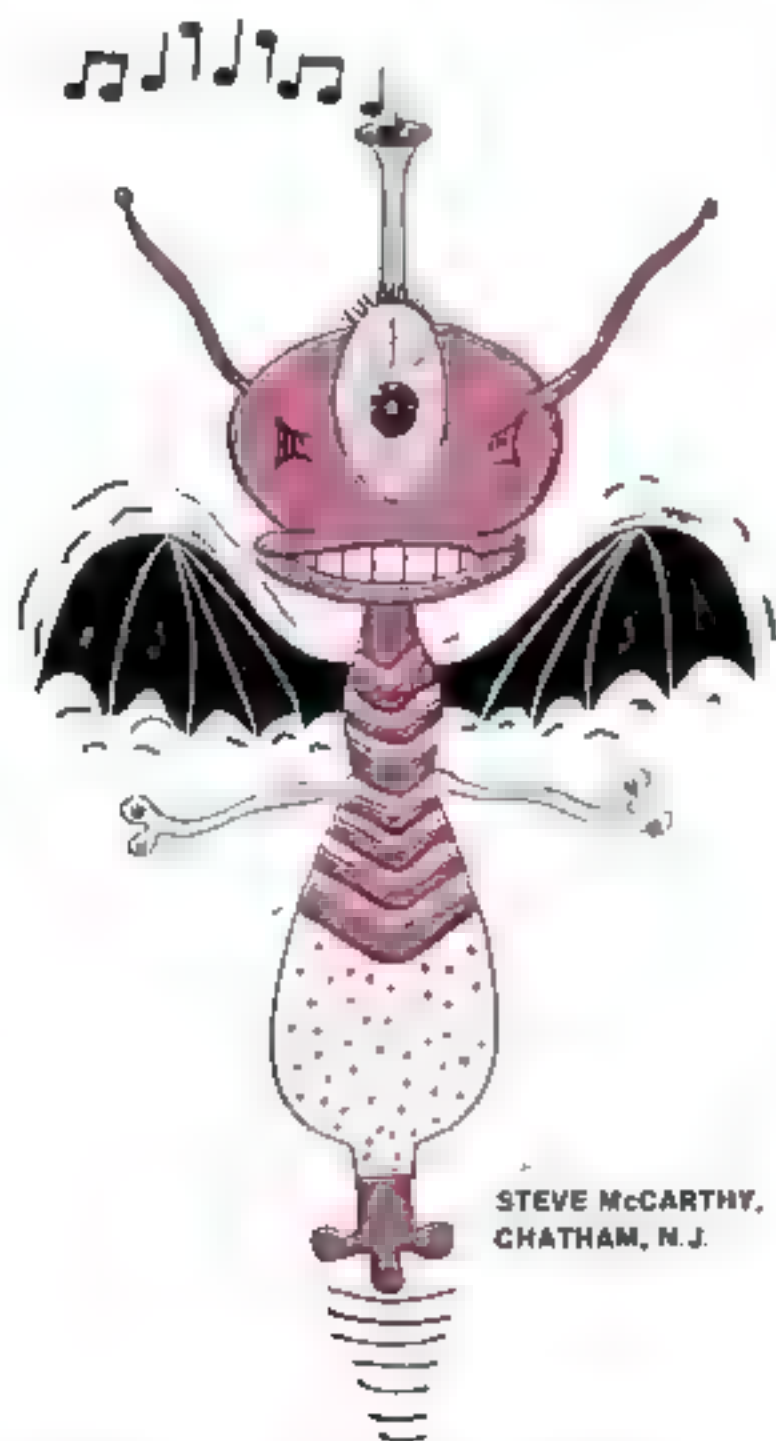
BOB PORTEOUS, YONKERS, N.Y.

"He started to rock, a-really rockin' around"

The Popular People Eater

If Sheb Wooley had known the answer to a child's riddle, he might never have been rich and famous and the country's amateur artists would not be drawing unearthly images like the ones bordering this page. The riddle Wooley was asked is this: What has one eye and one horn that flies and eats people? Wooley gave up and got the answer: A one-eyed, one-horned, flying people eater.

Inspired, Wooley wrote and recorded a song he called *The Purple People Eater*. The record has sold more than 1.5 million copies and is the fastest selling novelty in five years. Disk jockeys offered prizes for drawings of purple people eaters and a sampling of those sent to WABD-TV in New York is reproduced here, captioned with the song's lyrics (© 1958 by Cordial Music Co.). Other people eaters have even been exhibited at the Art Gallery of Toronto. Wooley, who is 37 and lives in Sun Valley, Calif., loyally says the likeness that best catches his concept is the puppet (above) that his wife fashioned.



STEVE MCCARTHY,
CHATHAM, N.J.

"Playin' rock 'n' roll music through the horn in his head"



JANET AHLERS,
OAKLAND, N.J.

"Pigeon-toed, under-growned, flyin' purple people eater"

Attention: All Smokers! THE SCORE ON FILTER

Now Hit America's

OVER 400,000 FILTER TRAPS! UP TO 43% HIGHER

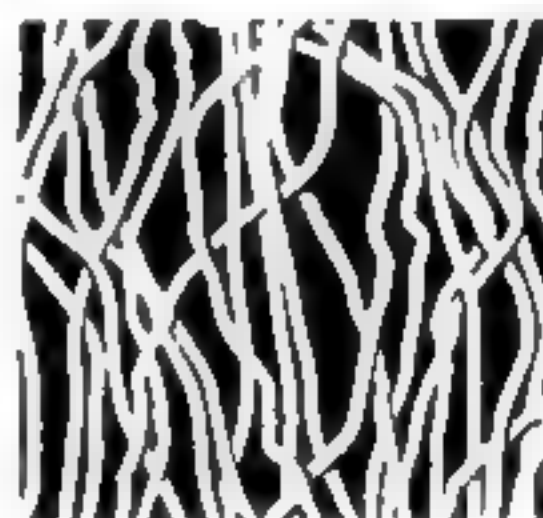
HERE'S PROOF HIT PARADE FILTERS BEST OF ALL LEADING FILTER CIGARETTES

... based on analyses by an outstanding consulting laboratory — a foremost authority on cigarette-smoke filtration. Now, with its new, exclusive filter, Hit Parade gives you ...

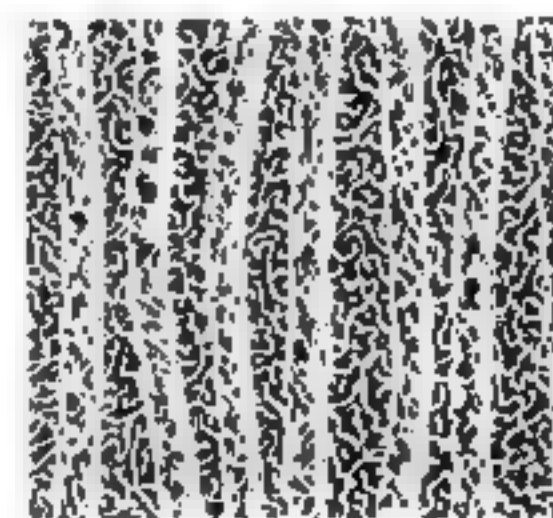
- 12%** higher filtration than brand **A**
- 24%** higher filtration than brand **B**
- 27%** higher filtration than brand **C**
- 32%** higher filtration than brand **D**
- 35%** higher filtration than brand **E**
- 36%** higher filtration than brand **F**
- 37%** higher filtration than brand **G**
- 39%** higher filtration than brand **H**
- 43%** higher filtration than brand **I**

Cigarettes were tested by the most advanced and accurate laboratory procedure. The two sizes of Hit Parade (King-Size in the familiar pack and Long-Size in the crush-proof box) were tested against competitive brands of equal length.

NEW, EXCLUSIVE HIT PARADE FILTER CONTAINS OVER 400,000 FILTER TRAPS!



ORDINARY FILTERS would look like this under a microscope when magnified 25 times. As the simplified drawing shows, their synthetic fibers form only a crude filter screen!



NEW HIT PARADE FILTER would look like this! As the drawing shows, its fibers are smaller. There are many more of them. They form a finer, more highly absorbent filter screen!

CIGARETTES HAS CHANGED!

Parade has best filter!

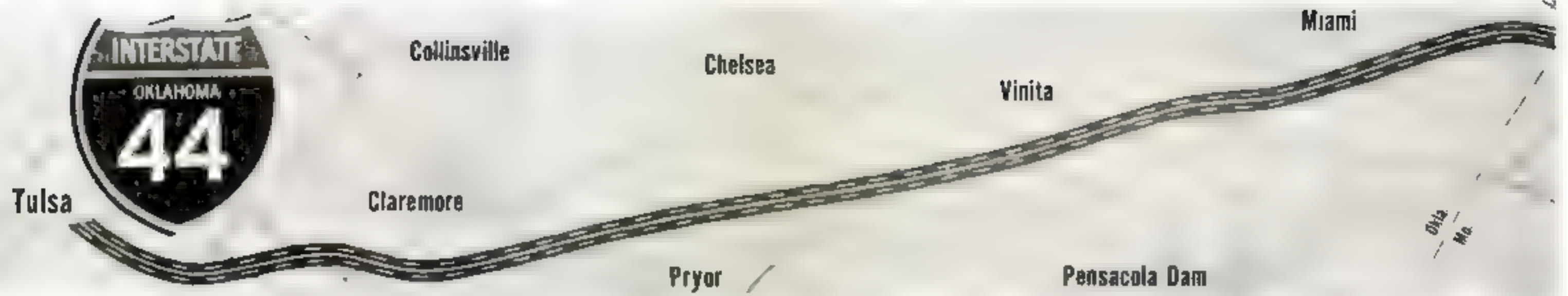
FILTRATION!  FULL FLAVOR OF FINE TOBACCO!



Available in familiar pack
or crush proof box.

Years of research went into developing the new Hit Parade filter—the *only* filter to give you high filtration *and* full flavor. Its filtering material, pure cellulose, is the most absorbent yet discovered. Its unique design actually provides more than 400,000 filter traps—helps give you the highest filtration of any leading filter brand. And it is this same exclusive design that permits free, easy drawing. You get the full flavor of Hit Parade's top-grade tobaccos — the kind of tobacco The American Tobacco Company is famous for. Smoke Hit Parade and enjoy, at long last, the filtration you want *and* the flavor you've been missing in other filter cigarettes!

© A T Co. Product of *The American Tobacco Company* — "Tobacco is our middle name"



Wet or dry, Oklahoma's new Will Rogers Turnpike is highly skid-resistant — it's Asphalt-paved



Enjoy a safe, pleasant Fourth... on wide, smoother-riding Asphalt Highways

Take your nearest new Asphalt-paved highway, and just go where it takes you. You'll have fun seeing new places.

You'll have fun driving, too.

No thump... thump... thump... in your ears! And in your eyes, no glare: neither sunlight nor headlights "bounce off" light-absorbing Asphalt pavement. Traffic lane markers are always easy to see. And wet or dry,

modern Asphalt pavements are highly skid-resistant: *they're traction-textured!*



So have a safe, pleasant Fourth on wide, smoother-riding Asphalt highways—remembering to do your part to keep your family safe by obeying the law, by driving courteously and carefully.

THE ASPHALT INSTITUTE, Asphalt Institute Building, College Park, Maryland



Ribbons of smoothness
ASPHALT-paved interstate highways



TWO YEARS AGO, IN PARK WHERE FATHER HOPED TO GIVE HIM SOME LAST HAPPY MEMORIES BEFORE OPERATION, MIKE GAZED AT A CANNA

HIS LAST LOOK AT THINGS TO BE REMEMBERED

Boy in a Darkened World

To 4-year-old Mike Sibole it all seemed so much fun that day in the park—looking at the flowers, watching the animals, getting pecked by a swan—that he never suspected these sights would have to last him a lifetime. But his father, the Reverend James W. Sibole, a Baptist minister, knew that next day Mike must go to the hospital where surgeons would make him forever blind.

Mike was a victim of cancerous retinoblastoma, a malignant eye growth that would surely kill within a few years if not checked by surgery. He had already lost one eye. Now, doctors said, the

other must also be removed. At this pronouncement, a curious world had briefly turned its attention to Mike's plight. Newspapers printed his picture and thousands of well-wishers sent notes of comfort to the Siboles. There was also an avalanche of mail urging that Mike's eye be saved even if that meant he would die.

But the heavyhearted father knew he should follow medical advice. The operation took place July 27, 1956. The world then forgot about Mike. But the following pages tell the heartening story of what has happened to him since that fateful time two years ago.

Darkened World CONTINUED

First Steps Along

THE last thing Mike ever saw was a doctor in Orlando's Holiday House Hospital wearing a green skullcap and bending over to administer the anesthetic. Forty minutes later the operation was over.

As soon as he was wheeled back to his hospital room, Mike showed how brave he was. He did not cry, and within a few hours amazed the staff by feeding himself and playing with a tool kit, happily ignoring the fact that only his sense of touch enabled him to get the food to his mouth and to make a little hammer hit the proper

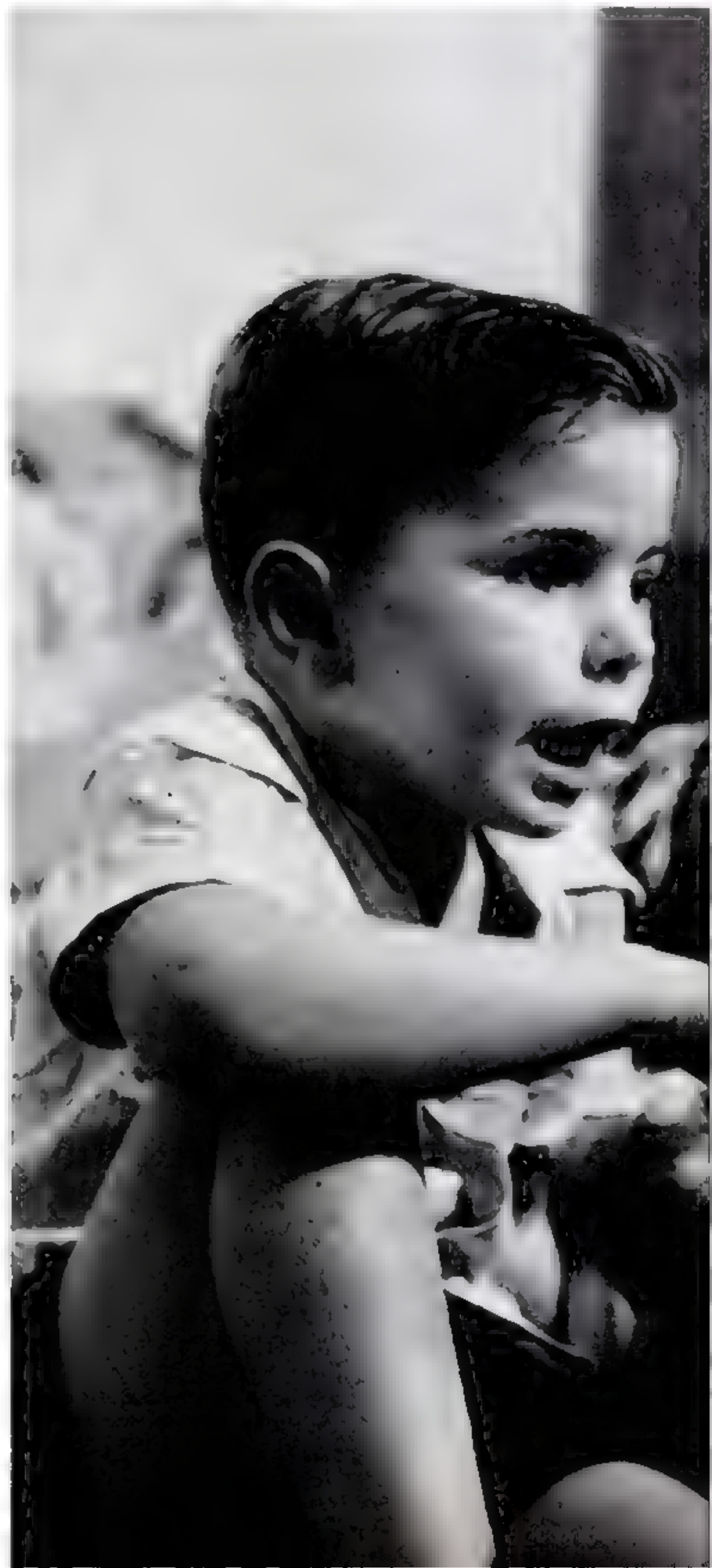
ONE WEEK AFTER OPERATION, MIKE TRIES TO PICK OUT A TUNE ON TOY



DAY OF OPERATION. Mike walks sleepily into Holiday House Hospital in early morning with mother (left) and grandmother, Mrs. Henry Malone.



HIS SIGHT NOW GONE. Mike leaves hospital two days after operation. He trudges along manfully in pajamas and bandage, holding parents' hands.

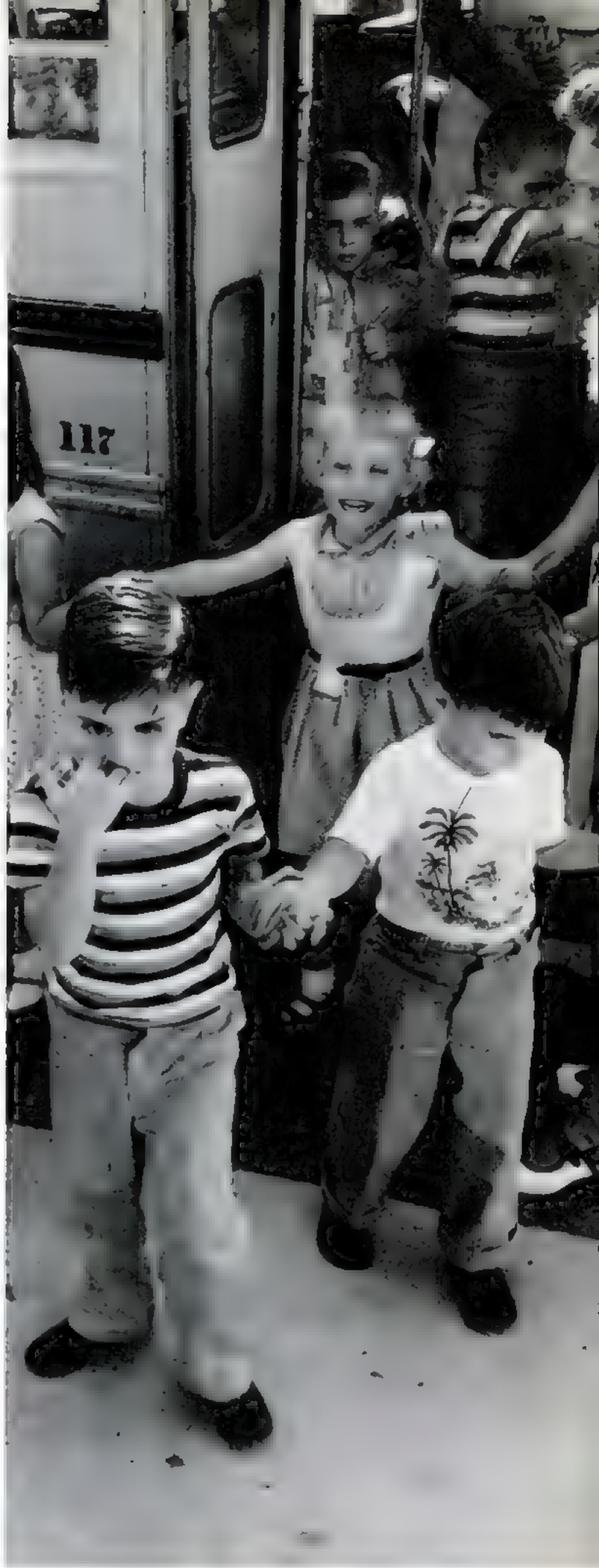


the Sightless Path

peg. Not until the second day did his father tell Mike that his eye had been sick and had to be taken out. "How am I going to see?" the boy asked. His father told him, "You'll see with your fingers, son, and mama and daddy will tell you what's happening." Mike has never complained about not seeing.

One week later, Mike was fitted with a glass eye. The Siboles moved from Orlando to Hialeah. That way, Mike could live at home and go to a class for sightless children at Miami's public Miramar School.

PIANO WHILE HIS FATHER TENSELY BUT PROUDLY WATCHES HIS EFFORTS



OFF TO SCHOOL with sightless classmates five months after his operation, Mike chews a finger but confidently leads Nicky Dotson from bus.



FEELING WHISTLE. Mike asks Miami Patrolman Joseph F. ("Pop") Ziegler Sr., "Let me

see the whistle. I want to blow it." Policeman let him touch it as much as he liked but not blow.



WALKING UNAIDED. Mike (left) and best friend Nicky Dotson go along corridor, finding way

from cafeteria to classroom. Mike pats fire extinguisher, a familiar reference point along way.



SOARING ON PLAYGROUND SWING. SHOOTING

Finding Way By Touch

IN the kindergarten for the blind at the Miramar School, Mike joined six other boys and four girls in the serious, absorbing business of learning how to play and get around without sight. At first he bumped into things and called out frequently to make sure the teacher was still there to watch over him. But soon he was proudly going to the cafeteria, the water fountain, the bathroom and the playground all by himself.

Like any other kindergarten, Mike's class spent most of its time playing games, especially games that teach dexterity of the hands. Soon Mike found that he could explore almost everything in his new world, "seeing" them through his quickened sense of touch.



FOR HIS TEACHER TO WATCH, MIKE SAYS, "LOOK, MISS EDNA, LOOK HOW HIGH I AM. YOU LOOK LIKE A TINY LITTLE DOT DOWN THERE ON THE GROUND!"



← **TRAINING HIS TOUCH,** Mike fits tiny cubes into slots in a board at his school desk



GUESSING IN GROCERY with classmate Molly Flegelman, Mike feels proud of how to touch it.

A Full, Lively Boyhood

TODAY Mike is a lively, aggressive 6-year-old. His life is far different from the dreary journey envisioned by many. Because he was not pampered at school or at home, Mike quickly adjusted without losing his boyish zest. People who see him can hardly believe he is blind, for he moves about with confidence and, in a gesture carried over from the time he could see, he turns his head and seems to look at anyone he talks to.

He has learned the Braille alphabet, can spell his name, and in a year or two may join regular classes with sighted children. "When he plays games," says a teacher, "he plays to win. That's the way Mike operates." And he still happily recalls the things he once saw. "Daddy," he said one day with a sudden smile, "do you remember the day when the swan pecked me?"

MOTHER'S HELP for Mike includes ordinary assistance like face-wash (above) needed before going outside. Then (below) Mike walks on out-arriving hook, as mother watches from background.



BURRO'S HEAD is explored by Mike, leading to conclusion, "He's got ears like a rabbit!" Then Mike rode on the burro, which he enjoyed though he thought its gait was too slow.



HAND OVER HAND on aerial ladder, Mike shows → acrobatic agility he has acquired at age 6. He has almost perfect coordination, almost never shows fear but has clear idea of his limitations.





FAMILY FREE-FOR-ALL on living room floor goes on for 20 minutes after father tells a gleeful Mike (*for goodness*) and his pistol packing

brother Jerry, who is two years younger than Mike, that they may jump on him just once. They managed to jump a dozen times.

for
FAMILY FUN

try a
BACKYARD
Pizza
PICNIC



with
APPIAN WAY
Pizza MIX and
SAUCE

Crisp salad... frosty drinks... and savory APPIAN WAY PIZZA, out of the kitchen onto the picnic table to treat you and your family to a new kind of cool 'n easy backyard picnicking.

First in America

SPECIAL OFFER! Get 2 pairs of sheer nylons (reg. \$2.95 value) for only \$1.00 with coupon inside Appian Way package.

FOOD SPECIALTIES, INC.
Worcester Mass • San Jose, Ca.

ART

Old Faces, Hidden Places



TWO HEADS appeared in portrait before cleaning. At left is Titian, in center is Grand Chancellor.



ALL PICTURES COPYRIGHT RESERVED

FOUR HEADS appear in X-ray which shows new man (right), old man seen sideways below Titian (left), different view of chancellor.

AN X-RAY CHANGES A TITIAN

Before he lost his own head in 1649, England's King Charles I acquired two heads in a portrait attributed to the Italian, Titian. For three centuries the heads, representing Titian and a Venetian chancellor, graced the Royal Collection in dual dignity. Then along came Sir Anthony Blunt, Surveyor of the Queen's Pictures, who recently changed the face of things.

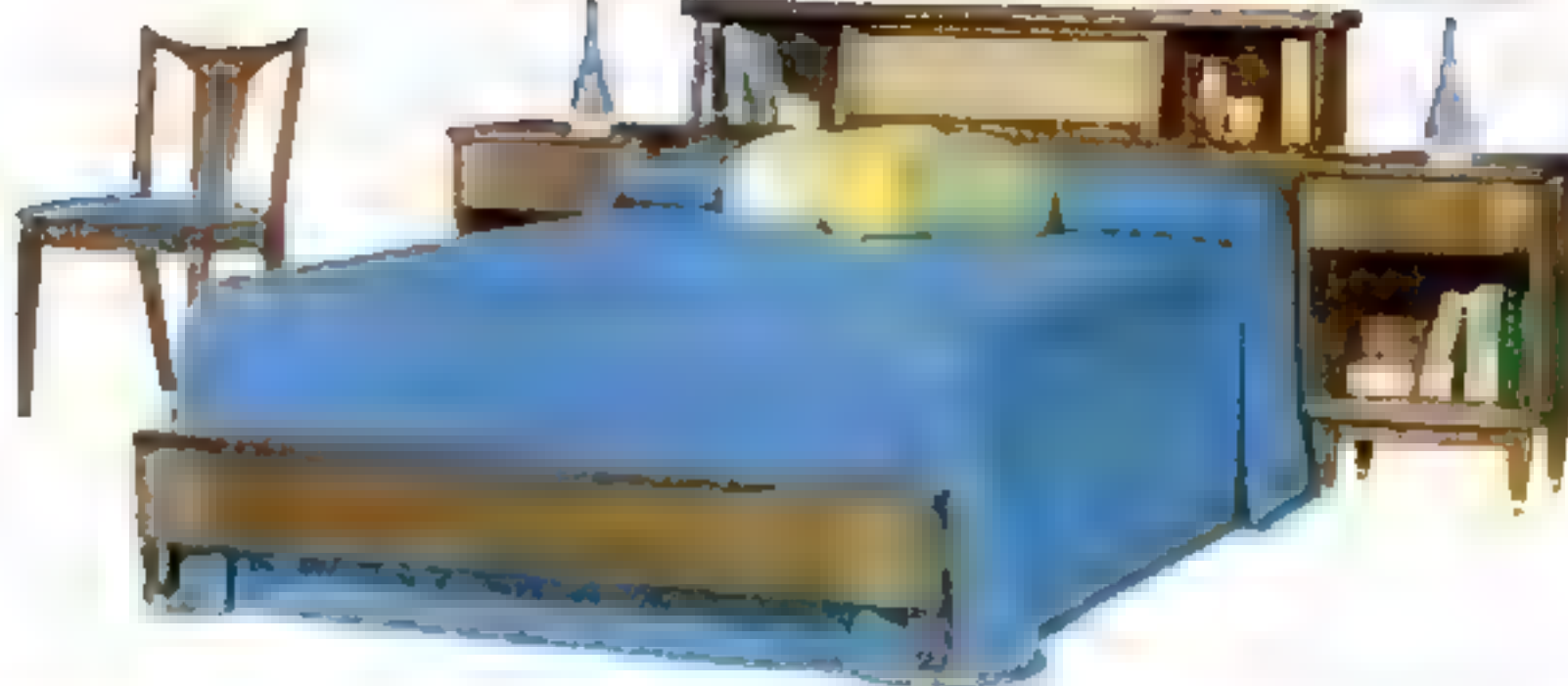
Bothered by the empty space on the right side of the portrait (top picture) Sir Anthony X-rayed the painting. As he suspected, the X-ray revealed another head at the right. But it also showed a different head on the chancellor's shoulders and still another head at left below the face of Titian. Sir Anthony had the picture cleaned to bring the third gentleman into view. But he left the other heads under the layers of paint with which they had been willfully covered by the artist.



THREE HEADS remain in restored painting. Experts believe only chancellor's portrait is by Titian.



5-drawer chest or chest-on-chest (shown) can be combined with double or triple dresser



Bookcase and bar beds with handsome, woven cane sliding doors, or smartly-styled panel beds. Matching night stands.

Bassett

**MAKES IT SO EASY
TO BE DIFFERENT**



Triple dresser and two bachelor chests grouped with corner desk give bedroom straight-line, custom-built look so much in vogue.

How to plan your rooms with furniture that mixes perfectly **ACCLAMATION**

Throw away the blueprints. Give three cheers for *Acclamation*—the exciting way to get that up-to-the-minute customized look for your bedroom or dining room. Each piece is designed to fit with the next. You can use the pieces individually, or group them to create just the effect you want. See *Acclamation* at your Bassett dealer, today. Examine the high-style touches you would expect to cost much more: beautifully matched veneers, mellow walnut finish, unique woven-cane panels, tapered legs with brass feet. Discover how easy it is to own Bassett furniture (dozens of Traditional, Modern, Colonial or Provincial suites from \$149 to \$499 . . . and occasional tables for the living room, too). Naturally, convenient terms if you like.

FINE DETAILS SHOW BASSETT CRAFTSMANSHIP



Tough, carefully-rubbed DuPont "Dulux" finish. Tinting Pittsburgh Plate Glass Mirrors.



Extendible Steelslides on dining tables. Won't sag, open smoothly in any climate.



Drawers center-guided to slide smoothly. Waxed interiors, dustproof construction.



Look in left-hand dresser or buffet drawer for Bassett seal—your guarantee of quality.

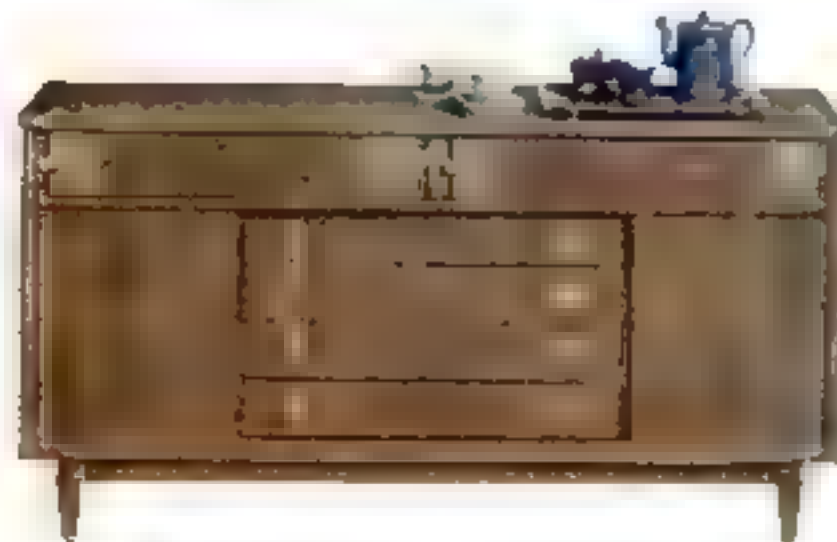
Send 20c for furniture folders to:
Bassett Furniture Industries, Dept. C, Bassett, Va.



Individual desk (shown) or corner desk that combines with chests and bookcases.



Three sizes of chinas—one just right for your dining room.



58" buffet (shown) or smaller 48" buffet make wonderful display and storage pieces for any dining room.

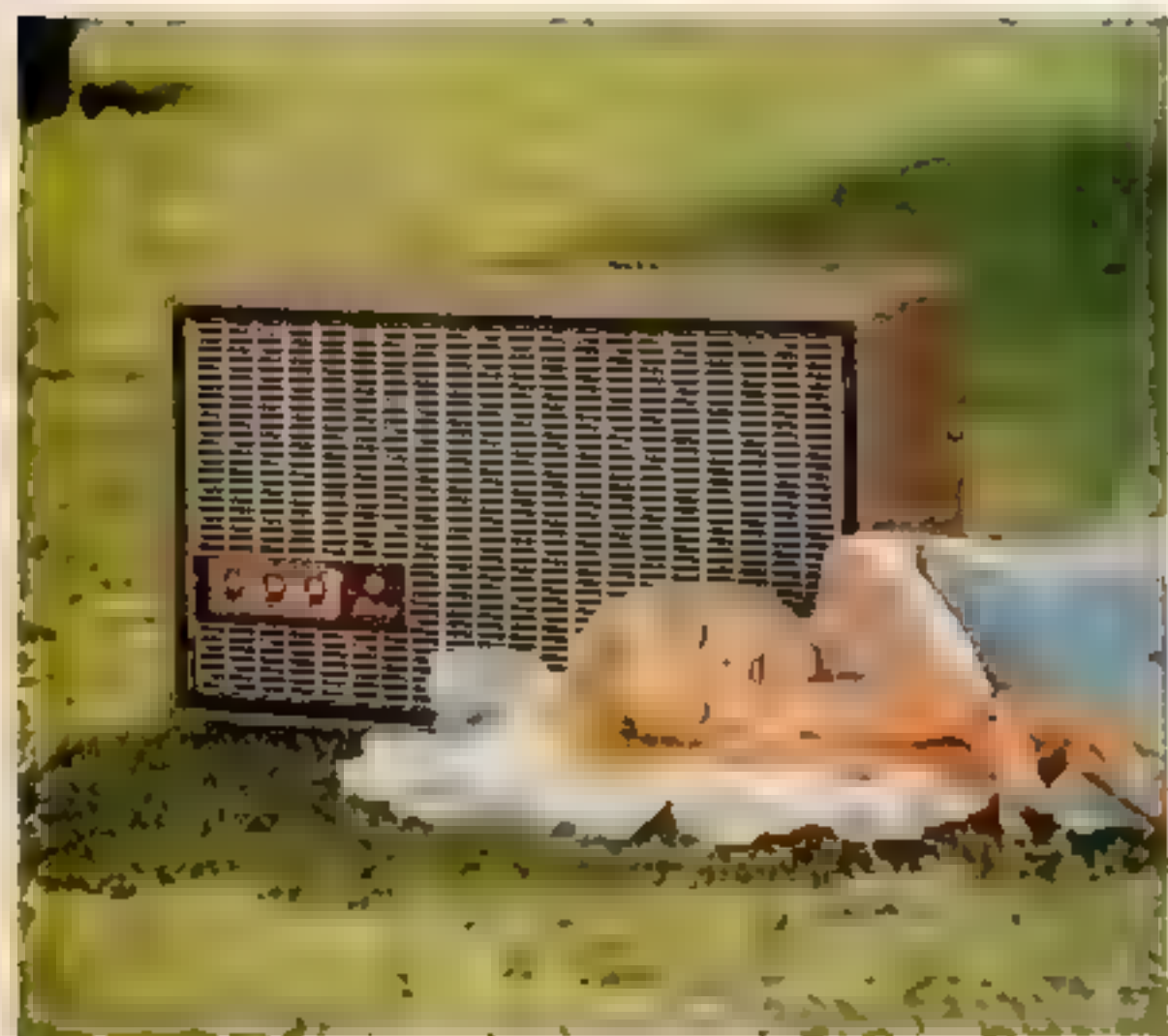


Round, drop-leaf and rectangular tables. Spindle-back chair (above) or tapered, panei-back chairs.



NEW KIND OF AIR CONDITIONER! THE GENERAL ELECTRIC CUSTOM THINLINE...

20% Smaller... Big-As-Ever Cooling Power



Fits almost anywhere—no unsightly overhang. A scant 15½ inches high, the newest General Electric *Thinline* lets you see out, lets light in. A mere 16½ inches deep and only 26 inches wide, it fits in almost any window. And *there are no side vents*—so you can install it flush or through the wall. You get all this compact size—yet you get full, big-unit cooling power.

It takes up 20% less space than previous *Thinlines*—yet it packs the same generous cooling power! And it is quiet! All thanks to a new kind of cooling system from General Electric. So why settle for a small air conditioner that's a puny cooler?

You get all the full, big-unit cooling power of last year's *Thinline* models—only in a thin, low cabinet that takes up ¼ less space.

One General Electric Custom *Thinline* Air Conditioner gives you a generous 9000* BTU's of cooling per hour on 115 volts—it needs no costly re-wiring in many homes. The 230-volt model delivers a giant 10,000* BTU's.

Both are so quiet you only know they're working by how comfortable you are. Nutria color blends with any decor. Permanent filter. Simple controls. Eight independent air directors.

See your General Electric dealer about the *one* air conditioner that's both small *and* powerful. General Electric Company, Room Air Conditioner Dept., Louisville 1, Kentucky.

*Check the BTU's before you buy! Cooling capacities are tested and rated in compliance with Air Conditioning and Refrigeration Institute Standard 110-58, and are stated in British Thermal Units.

NEW KIND OF COOLING SYSTEM



Spine fin cooling packs 770,000 cooling spaces into compact cabinet, 50% more efficient than old plate type. New high-speed compressor has the same large capacity as previous models—is only half as big.

Progress Is Our Most Important Product

GENERAL ELECTRIC



MOSLEM ROBE ON U.S. SANDS

The ancient Moslem custom of purdah, of dressing a woman so that everything is hidden but her eyes, is the unlikely inspiration for one of the season's most startling beach styles. Two girls from Los Angeles, Patty Peyton, a photographer, and Tommy Hendler, a model, came across a picture of women in purdah and were struck by the fashion possibilities. They went to work turning out purdah beach robes in gay colors and stripes, and used their professional talents to promote their product. Tommy posed in the robes and Patty photographed her.

Store buyers who were shown the robes and the photographs were impressed and orders soon began coming in. Wearers have found that, although still a cover-up, the robe is also one of the most dramatic ways of setting off a good figure (p. 167). Thinking ahead to fall, the girls have plans for purdah-inspired car coats, rain capes and evening wraps.

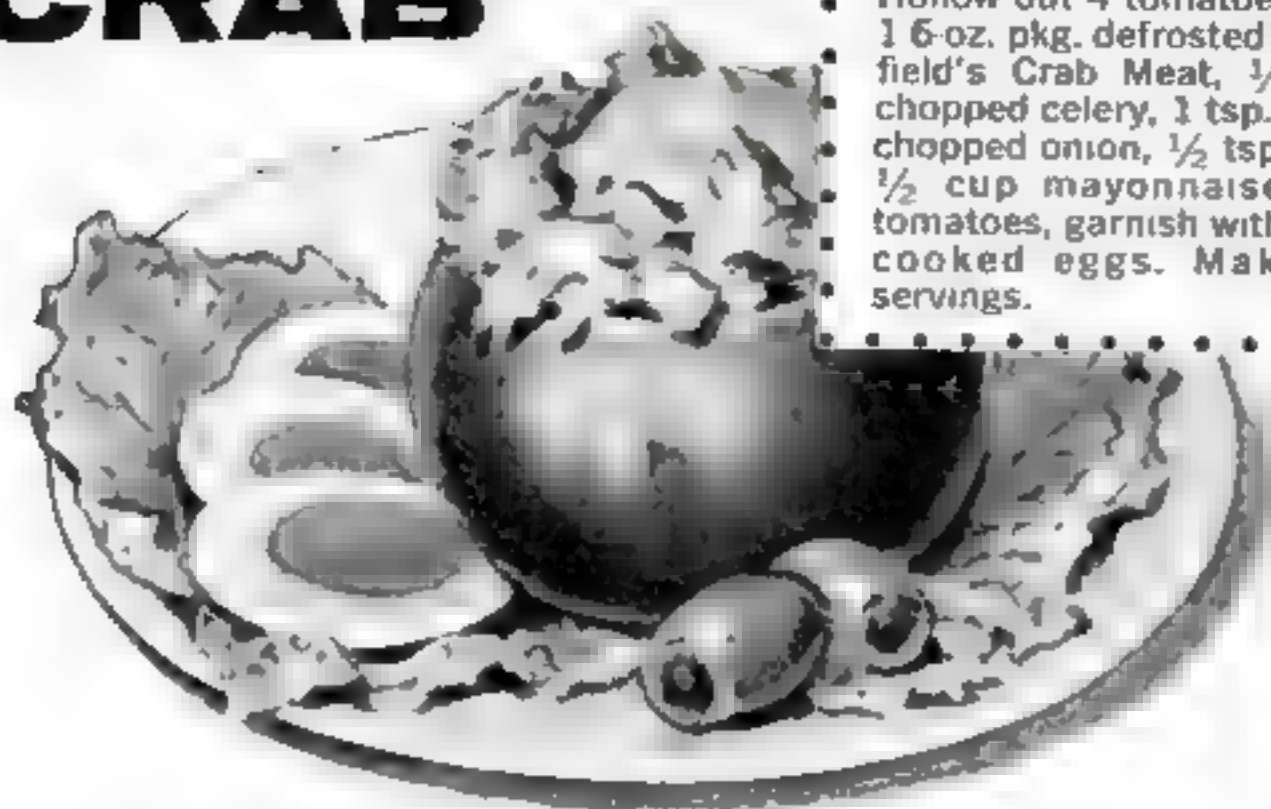


GIRLS AT WORK, Patty (left) and Tommy sew labels in the finished robes in the factory. A straw hat (right) is sold with each robe, which costs \$23.

TOMMY, WEARING STRIPED PURDAH ROBE, AND PATTY, IN ROBE WITH RICKRACK TRIM, POSE ON BEACH AFTER TAKING THEIR OWN PURDAH PICTURES.



FABULOUS FROZEN KING CRAB



Stuffed Tomato Salad
Hollow out 4 tomatoes. Mix 1 6-oz. pkg. defrosted Wakefield's Crab Meat, 1/2 cup chopped celery, 1 tsp. finely chopped onion, 1/2 tsp. salt, 1/2 cup mayonnaise. Fill tomatoes, garnish with hard cooked eggs. Makes 4 servings.

... sea-fresh
on your table tonight!

Imagine! Giant Alaska King Crab any time you want it! Chunky pieces of sweet, delicate, bone-free meat—the sea-fresh goodness frozen in, only minutes from cold Arctic waters. Enjoy it at home. Also at most fine restaurants.

Split Legs, Whole Legs, or Meat only
—Cooked and Ready to Eat.



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GIANT ALASKA
FRESH-FROZEN KING CRAB



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28 ways
to serve King Crab.
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Dept. L, 32 So. 5th Avenue
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a "bar"
wherever
you are...

**YOU'VE GOT IT MADE
WITH HEUBLEIN COCKTAILS**

Enjoy the comforts of home—away from home. Have your favorite cocktail, any place—courtesy of Heublein. Packable, palatable, perfect! Mixed to perfection by experts—no bother, just enjoy.

EXTRA DRY MARTINIS—
75 proof, made with pot still gin and finest vatted vermouth. 9 other popular kinds. G. F. Heublein & Bro., Hartford, Conn.

keep Heublein's on hand—always ready to serve

MOSLEM ROBE CONTINUED



CHAUFFEURING ROBES from the factory to a shipping room borrowed from a friend is one of girls' chores. Tommy's convertible serves as a truck.



ADMIRING PRODUCT, the girls stand in front of the main window of Jax in Los Angeles, one of the first stores that carried the purdah robes.

bronztan

GUARANTEES YOU A TAN NO OTHER LOTION CAN!

No burning! No peeling! No "drying out"!

Gives a safe, sure tan! Protects even after swimming!

- Contains Dura-Sil™—the exclusive ingredient that keeps Bronztan protection on your skin—even after swimming!
- Built-in moisturizer keeps your skin from drying-out!
- Sunscreen in Bronztan prevents burning or peeling!
- Safe—even for a baby's delicate skin!
- Affords protection to many people who could never stay in the sun before!
- Cooling, refreshing, greaseless—sand won't stick!
- Look for the unbreakable plastic container with the bright yellow top. 1.25 plus tax
- If you prefer a cream—try Bronztan in new cream form! Greaseless, non-sticky! 1.00 plus tax



SHULTON New York • London • Tokyo



This happy Bronztan group is the John Truingham family of Tucker's Town, Bermuda.



New-type concrete paves the way to carefree trips, happy outings

"Father knows best...this new-type, sound-conditioned concrete means more family fun and driving safety!"

Says **ROBERT YOUNG**, noted film actor, star of NBC-TV's "Father Knows Best"

"The going's smooth! No thumps on this continuous-laid concrete for the Interstate System. And they're building into these highways the kind of safety every family wants. Highway engineers tell me it can mean the saving of thousands of lives each year."

"Pleasure trip" gets a new meaning on new-type concrete. You've never had a ride so smooth and quiet. Laid a new way, this pavement has no joints . . . only tiny *sawed-in* cushion spaces you can't feel or hear. You barely see them!

And a process called "air entrainment" puts billions of microscopic bubbles into new-type concrete. This prevents surface roughening from freezing or de-icers. A specially designed subbase keeps the

pavement firm and level. Laid flat, this pavement stays flat to give you the smoothest, most relaxing ride ever.

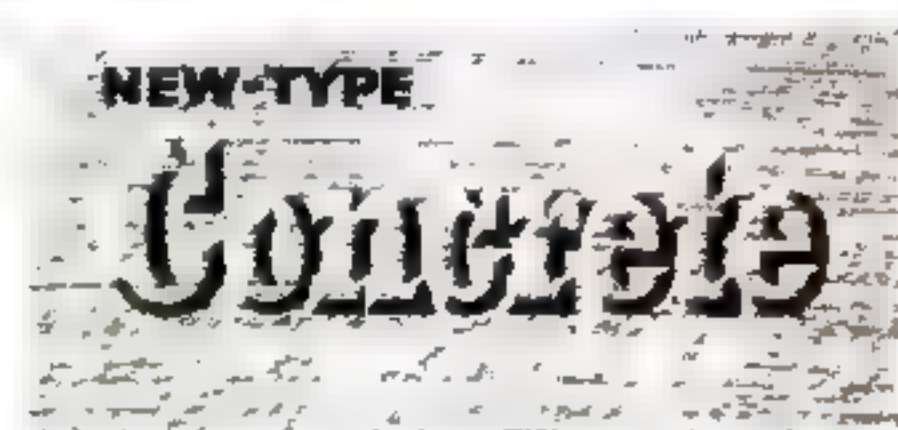
And you feel so safe! New-type concrete has a grainy surface to give it dependable skid resistance. Its light color gives you far better visibility at night than any dark surface can.

Designed to meet the demanding Interstate System requirements for highways suited to 1975 traffic, this is literally the pavement of tomorrow . . . here today. New-type concrete has an expected life of 50 years and more . . . with upkeep costs as much as 60% lower than for asphalt. Yet initial cost is moderate. That's why it's the preferred pavement for the 41,000 mile interstate and defense network of modern highways now under construction.



Over 118 million bags of cement were used in paving last year. That's enough to build a 4-lane superhighway from New York to Los Angeles.

PORTLAND CEMENT ASSOCIATION
A national organization to improve and extend the uses of concrete





REVEALING PURDAH is useful for drying off and for avoiding too much tan. It also frames a good figure in a way that would surprise the Moslems.

for
poison ivy,
oak,
sumac

Antivy
LOTION

stops itching...
even before it starts!

Antivy quickly relieves the itching caused by poison ivy, oak and sumac. Not only that, it actually counteracts the irritant responsible for the rash by coating the skin with a protective "antidote" film. For relief of poison ivy rash, ask your druggist for Antivy. Better yet, get Antivy beforehand to prevent the rash. It will save you days of grief.

ALSO RELIEVES ITCHING OF INSECT BITES

Not available in Canada

**TWO GREAT
FIX-IT
PRODUCTS**

At all hardware, auto,
variety & paint stores

\$1

WOODHILL CHEMICAL MFG. CO. Cleveland 14, Ohio

**ACID
INDIGESTION?**

GET TOTAL RELIEF FROM EXCESS
STOMACH ACIDS IN SECONDS!



TUMS ARE ECONOMICAL—3 ROLLS ONLY 25¢

SUNBURNED

summer lips
need
soothing



For your lips' sake, carry 'Chap Stick' with you. Its modern, antiseptic formula brings fast relief to sunburned, parched, sore lips.



GET THAT GOOD CHAP STICK FEELING!

**DRIVE and ARRIVE
REFRESHED
WITHOUT
BACKACHE**



MARK FORE

ADJUSTABLE BACK-AIDE

1. Adjusts to the exact degree of firmness you need in your lower back area.
2. Adjusts to your particular sitting height, body type and condition.
3. Adjusts to an upright, forward position to give you safer, full view command of the highway.

SCIENTIFICALLY DESIGNED FOR

- Long Distance Drivers • Salesmen
- Women and Men of Short Stature
- Expectant Mothers • and all Backache Sufferers

ASK YOUR DOCTOR. He'll advise proper back support and FIRM underseating for maximum comfort and blessed relief from low back pain. Only the Mark Fore Back-Aide provides the THREE necessary personal-comfort adjustments.

At your favorite Department or Auto Store. \$12.95

Write for free folder to Dept. 587

MARK FORE COMPANY, Everett 49, Mass.



New research targets previewed by developer of NUTRILITE® food supplement!

Carl Rehnberg, developer of Nutrilite Food Supplement and discoverer of the Nutrilite Concentrate, believes that product leadership in the field of vitamin-mineral food supplements can be maintained *only* through constant and continuing research.

"What will food supplements of the future be like?" or "What new benefits will be gained by supplementing your diet with vitamins and minerals?" Such questions require relentless study if answers are to be found.

Research at Nutrilite Products, Inc., is dedicated toward learning more about the composi-

tion of plant life and its relation to nutrition. The rewards sought are two-fold: first, there is an obligation to uphold the integrity of the manufacturer by constantly providing product improvements. And second, there is a sincere desire to make a contribution to the forward movement of all scientific research devoted to the advancement of human nutrition.

A Look into the Future

Part of the research inspired by Carl Rehnberg has involved biological assays through experiments with animals. These experiments have resulted in the conclusion that there are a number of factors which, as yet, have not been isolated or chemically identified. One has been biologically identified in the Nutrilite Concentrate.

This news was released to all men and women associated with Nutrilite Food Supplement. However, such releases stressed that no beneficial claims would be made for this factor (designated as the "PR Factor" by a nationally known biochemist associated with Nutrilite Products, Inc.) until its significance in human nutrition can be determined. For now, the experiments have confirmed only that there exists in the Nutrilite Concentrate something beyond the "known" factors.

Since alfalfa was found to contain this factor, further research was done to determine if it could legitimately be said to be in other products. None of the so-called "concentrates" sold to the public and said to be prepared from alfalfa, nor any of the leading vitamin or mineral supplements said to contain such "concentrates", showed any measurable amount of the PR Factor.

Control "From the Ground Up"

Just as the importance of Vitamin B was expanded with the discovery of the B-complex family, so too is Vitamin C demonstrating a previously unrecognized value in human nutrition.

The most significant new source of C-complex factors is the fruit of the acerola tree. Nutrilite Products, Inc., has under cultivation some 300 acres of acerola groves and will have up to 8,000 acres in the Pacific Island area. This is typical of the visionary planning that has always benefited those associated with Nutrilite. The acerola cherry is not yet the basic source for Vitamin C in Nutrilite. If it is decided such a change would benefit product development, here again it can be said another important factor in Nutrilite is controlled "from the ground up".

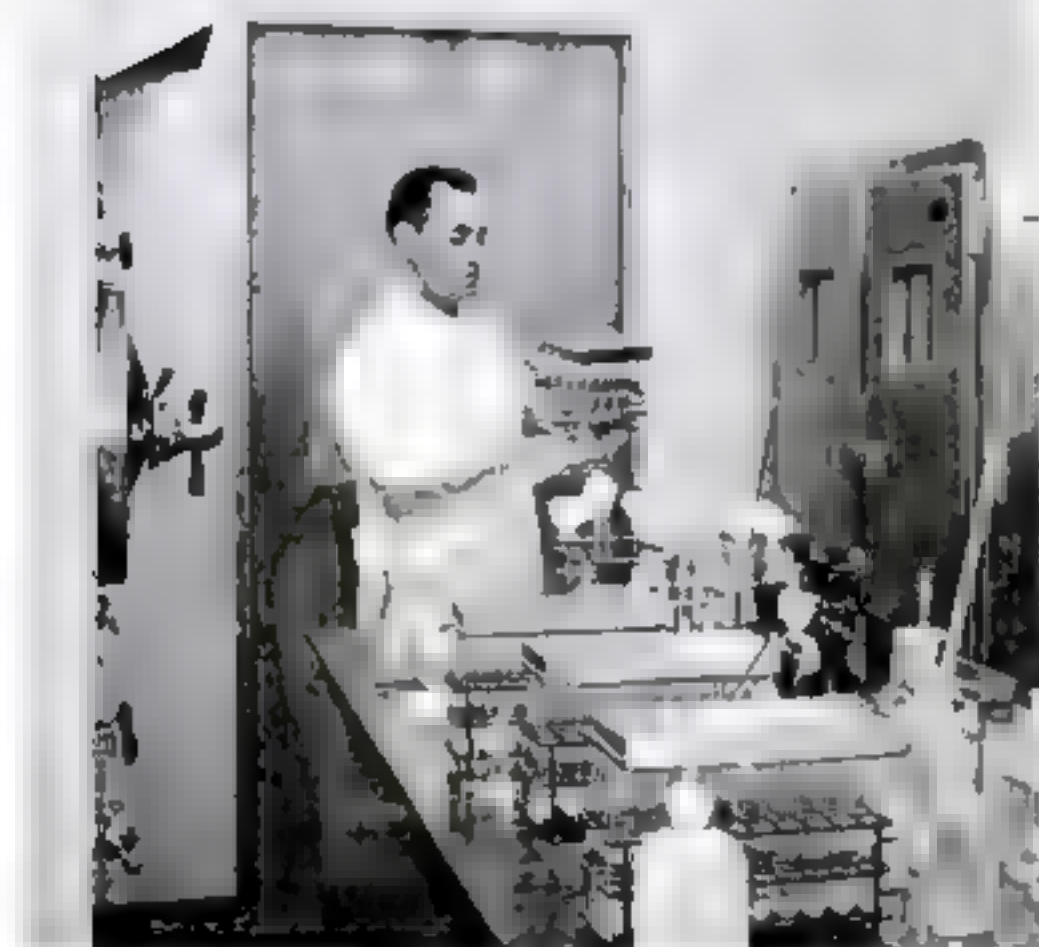
Every present day advantage established as available through vitamin-mineral food supplementation is provided by Nutrilite. While there are other products offering a combination of vitamins and minerals and listing as an ingredient a concentrate extracted from plant sources, such so-called "concentrates" vary greatly.

Twenty-five Years of Progress

The exclusive Nutrilite Concentrate was first developed by Carl Rehnberg over a quarter of a century ago. Some factors established as nutritionally necessary only within recent years have been in Nutrilite for many years. The extraction of the Nutrilite Concentrate is possible because of processes and equipment used exclusively by Nutrilite Products, Inc. These "exclusives" make it possible to provide the new PR Factor in Nutrilite in a quantity that can be listed on the label.

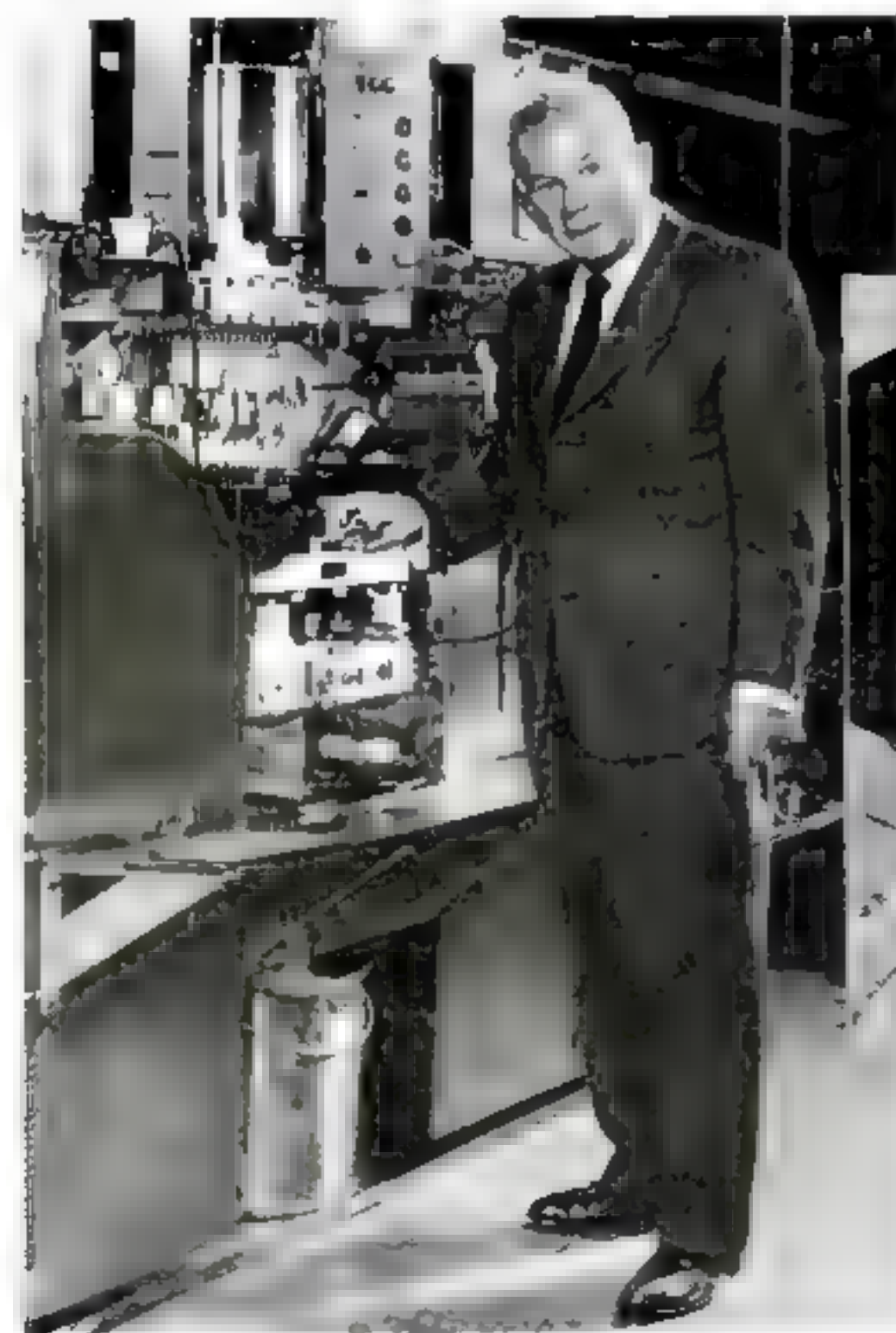
The choice of a nutritional product should depend upon the reputation for integrity of the manufacturer which compounds it. Few vitamin-mineral products are produced under such exacting conditions... none hold promise for greater development through research.

Nutrilite is—and always will be—a "pace-setter" for leading products in the field of vitamin-mineral nutrition.



THE SEARCH FOR NUTRITIONAL FACTORS depends on such studies as are being conducted in Nutrilite laboratories. Knowledge of the function and interrelationship of vitamins and minerals is obtained through studies of the nutrition of micro-organisms.

TO PROTECT THE VITAMIN POTENCY in order that customers will receive maximum benefit, these newly designed machines automatically form, fill and hermetically seal each capsule as shown here by Carl Rehnberg.



TESTING THE EFFECTIVENESS of biological pest controls on laboratory-reared salt marsh caterpillars is but one of the many projects that show how product development begins literally "from the ground up" at Nutrilite Products, Inc.

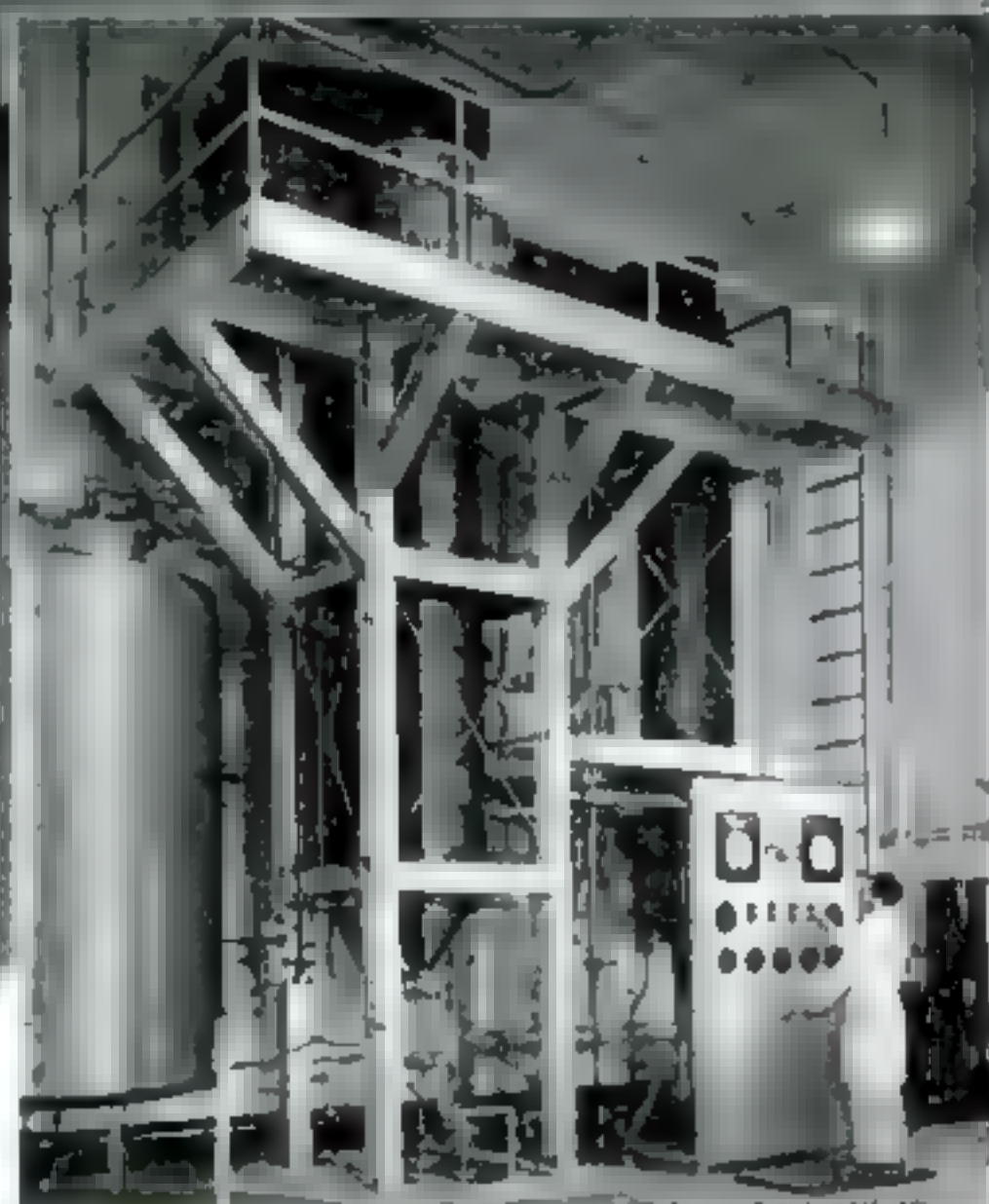


INVESTIGATION OF UNIDENTIFIED FACTORS is of prime interest to the research group. Methods for identification, concentration and isolation of these factors are studied. Many experimental fractions are prepared by physical and chemical procedures for biological evaluation of special nutritional components.



CARL REINBORG developed Nutrilite in 1934 and, today, is Chairman of the Board for Nutrilite Products, Inc., Buena Park, California. In the background is seen a portion of the Nutrilite farms which stretch over 1,000 acres of the lush Hemet Valley. Alfalfa yield per acre averages 6 to 7 tons.

"LIVING TEST TUBES" in the search to identify factors that may have nutritional value, these rats, mice, guinea pigs and chicks are invaluable tools that serve the biochemist in conducting basic research in the field of nutrition. Here, a guinea pig is being observed during a study on Vitamin C.



A TREMENDOUS INVESTMENT in specially designed equipment makes possible extraction of the Concentrate from its natural sources of alfalfa, parsley, water cress and selected strains of yeasts.



ONE OF THE RICHEST KNOWN SOURCES for natural Vitamin C, the acerola cherry contains fifty times the potency as found in oranges. Methods are being developed by Nutrilite Products, Inc., to produce high quality concentrates of acerola fruit for inclusion in Nutrilite Food Supplement.

CREATED BY RAYMOND LOEWY ASSOCIATES, foremost industrial designers, this stunning and practical Nutrilite package reflects the unmatched quality of the product which it contains. The clear polystyrene case gives Nutrilite a distinctiveness worthy of its place on the dinner table.

For informative literature about vitamins, minerals and Nutrilite Food Supplement write to

MYTINGER & CASSELBERRY, INC. • 1723 SANTA FE AVENUE • LONG BEACH, CALIFORNIA



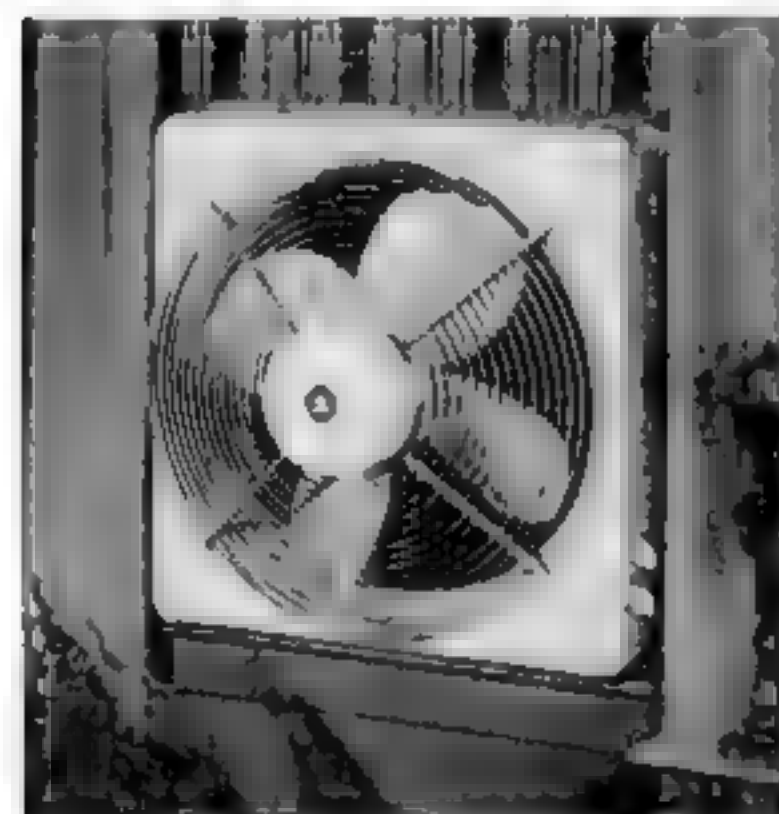
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NEW FANS

offer extra value
in style and comfort



HIGH-VELOCITY TRIPOD FAN—This is something entirely new in pedestal fans... a graceful, light-weight portable fan that propels air 50% farther than a regular fan. Its features include high and low speeds, 360° adjustable tilt, 5-year guarantee, modern decorator styling.



DELUXE WINDOW FAN—This highest quality fan has two-speed reversible motor and automatic thermostat control. It cools several rooms, and is guaranteed 5 years.

THESE are just two of the many beautiful, efficient R&M-Hunter Fans for 1958. Never before have you had such a wide choice of high quality fans at such reasonable prices. It pays to get the best—so see your R&M-Hunter dealer today for a fan demonstration.

Hunter Division—Robbins & Myers, Inc.
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The peak of quality
in cooling and ventilating fans



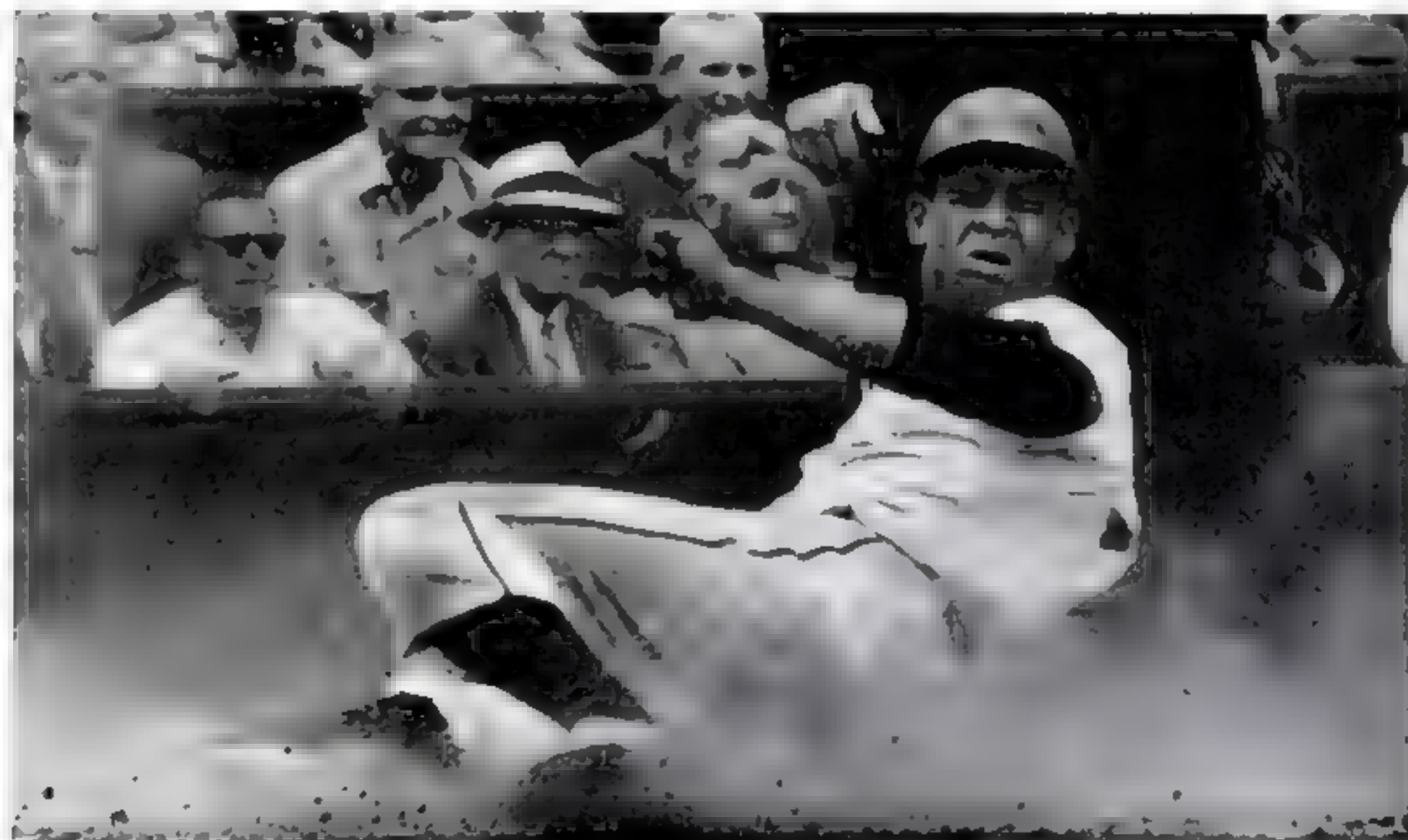
IN BATTING STANCE GIANTS' ORLANDO CEPEDA GETS SET TO UNCOIL AS HE KEEPS EYES STEADILY ON THE PITCHER

THE ROOKIE BULL OF BASEBALL

Orlando Cepeda has been playing major league baseball only two months but has already earned a formidable nickname: "The Bull." He runs the bases like one—madly and with grotesque expressions (*below*). In the field, as first baseman for the San Francisco Giants, the 20-year-old Puerto Rican recklessly charges in on bunt situations. At bat, following Willie Mays, he unsettles opposing pitchers almost as much as Willie does. By last week he had hit as many homers (14) and driven in as many runs (42) as Mays had. He is baseball's outstanding rookie and a prime reason why the Giants have jumped

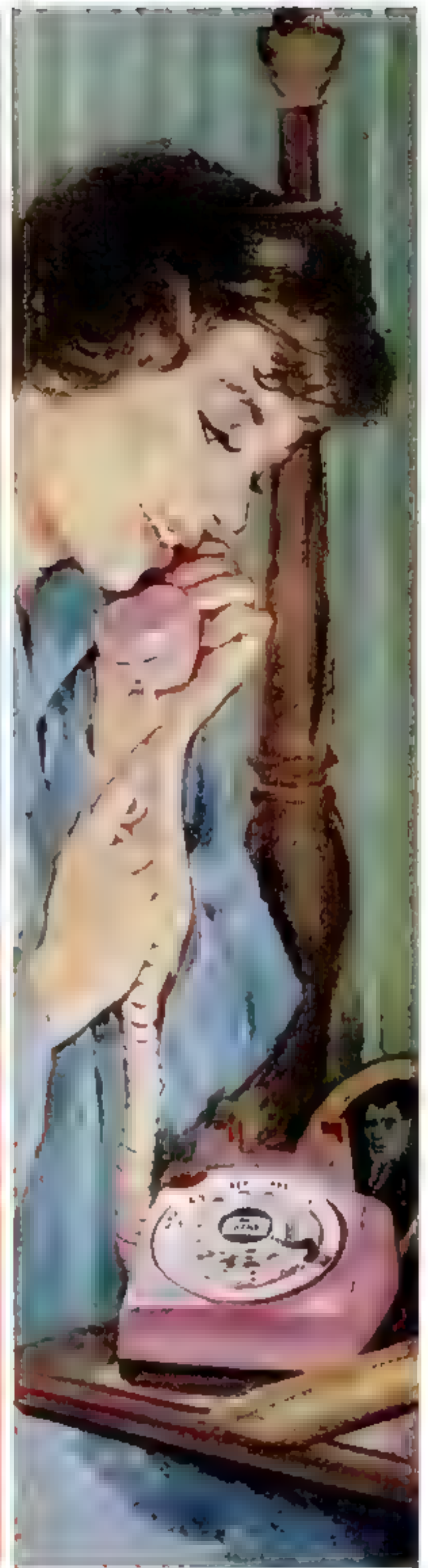
from the second division into a fight for first place.

His father would have been pleased by this. Before he died three years ago "Perucho" Cepeda was one of Puerto Rico's baseball heroes and he always hoped his son would go even farther and make the big leagues. Almost from his first day with the club young Cepeda was the holler guy of the infield, barking a spontaneous and garbled mixture of Spanish and English. He also has a volatile temper. In one of several lively rhubarbs this spring Willie Mays and to throw a flying tackle on him. It kept Cepeda out of serious trouble but the incident still cost him \$100.



SLIDING HOME with leading run against Cincinnati, Cepeda grimaces from effort. Four innings later he scored

again, on spectacular play. He charged plate so aggressively that he knocked ball and glove out of catcher's hand.



THE FUTURE... BEING SHAPED FOR YOU TODAY

In this experimental shop at Western Electric, promising ideas for new Bell telephones are turned into working models.

Many of these ideas are being field-tested by Bell companies right now. If they prove to be practical, and you — the public — like them, we'll turn them out by the thousands for general use.

It's Western Electric's job as manufacturing and supply unit of the Bell

System to make the telephones and telephone equipment needed to serve you. Helping to bring along new products you like is part of that job.



Western Electric manufacturing and supply unit of the Bell System

Hood, '58 Buick, cleaned *and* waxed



VISTA TIME: 5 minutes

DURATION: up to 6 months



Simoniz makes it as only Simoniz can—VISTA, for tough real paste wax beauty and protection. VISTA is real paste wax with cleaner in it—*turbo-whipped* so it spreads smoothly, dries and wipes off quickly. One easy application cleans, shines and protects your car for months . . . *try it.*

SIMONIZ MAKES IT



AT AN EVENING HOT DRUG ROAST HELD BY PARK DOCK WORKERS AND HOTEL HELP TWO BOYS DUNKED IN COLD YELLOWSTONE LAKE TRY TO DRY OFF AT FIRE

A Happy Hunting Time for Summer Savages

Ready to sweep 12 miles of highways, make half a million beds and wash up after a million meals, 2,200 college students descended this month on Yellowstone National Park. As summer help, they had come for a season of strenuous work and equally strenuous social life—of duties, lances, picnics and pranks.

Hired by private companies which operate a network of hotels, cabins and shops on concession from the federal government, the "savages," as the summer workers call themselves, dispense service and a good deal of cheerful guff to some 1.5 million tourists a year.

Their first task is to open up the dusty hotels and get them ready for tourists. Then they

must learn their jobs—as heaters (waitresses), pack rats (porters), pillow punchers (maids), gear jammers (bus drivers), bubble queens (laundry girls) or pearl divers (dishwashers). The work is hard, the hours irregular. A pillow puncher makes up 15 rooms a day; a pearl diver seldom gets off KP until 9 or 10 at night.

But the savages manage to fit in a good deal of play. A favorite pastime is rotten logging (moonlight walks in the woods) or bear hunting (long moonlight walks in the woods). No one makes much money—a waitress earns only \$55 a month plus tips and keep. "But," one boy says, "with two girls for every boy and all this beautiful scenery, who needs money?"



SAVAGES SET OFF WITH BROOMS AND BEDDING TO OPEN CABINS FOR TOURISTS →

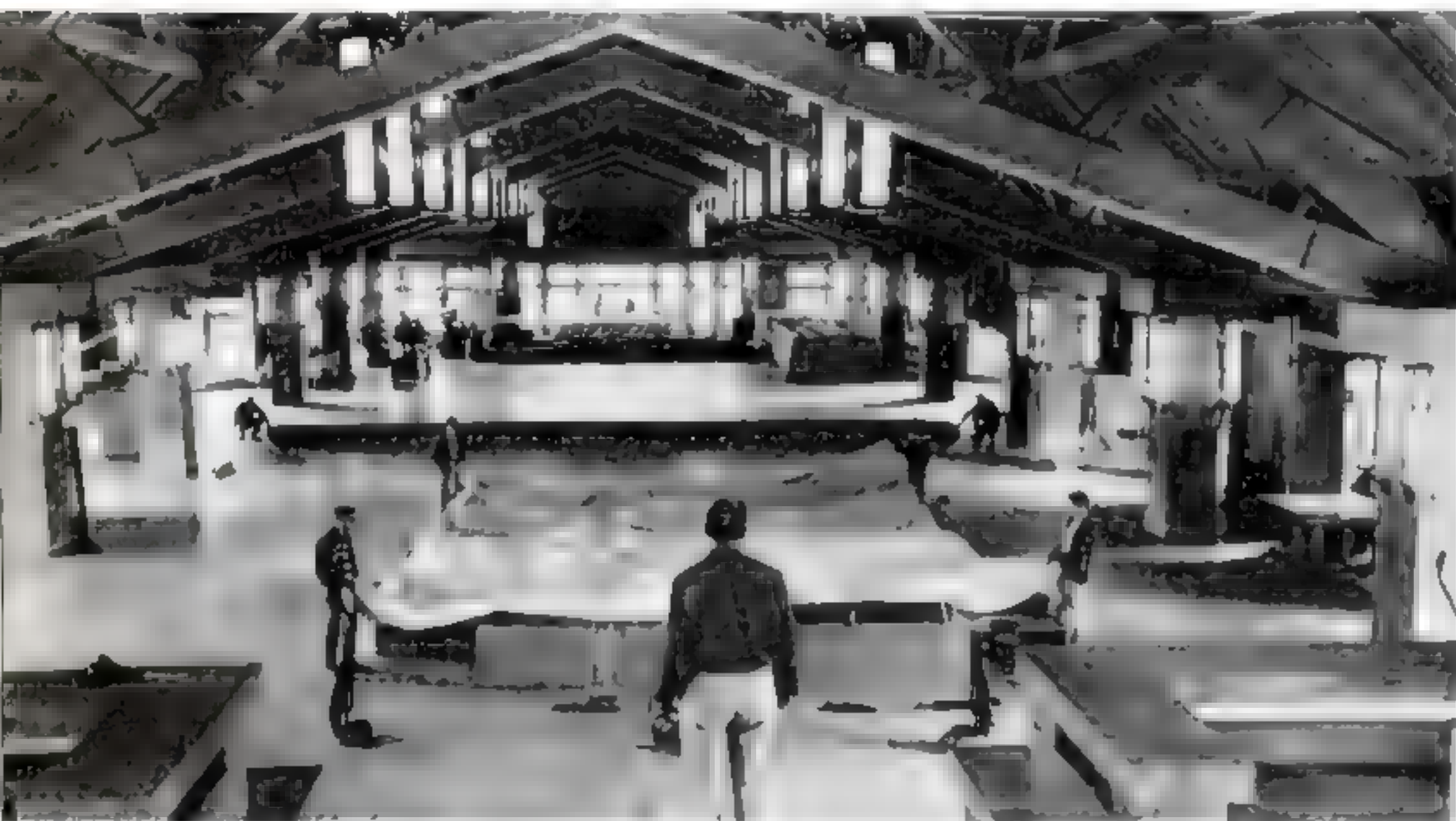
CONTINUED

SUMMER SAVAGES



STEAMY STROLL, on boardwalk across geyser basin is one of many natural pleasures open to romantic savages in Yellowstone. They can also row in park

boats, hang out in their own basement lounges, or mangle with tourists at dances up-stairs. Not all savages have same hours off, but most work an eight-hour day.



OPENING LOBBY of Canyon Hotel: male savages lay the carpets and remove the dust covers from

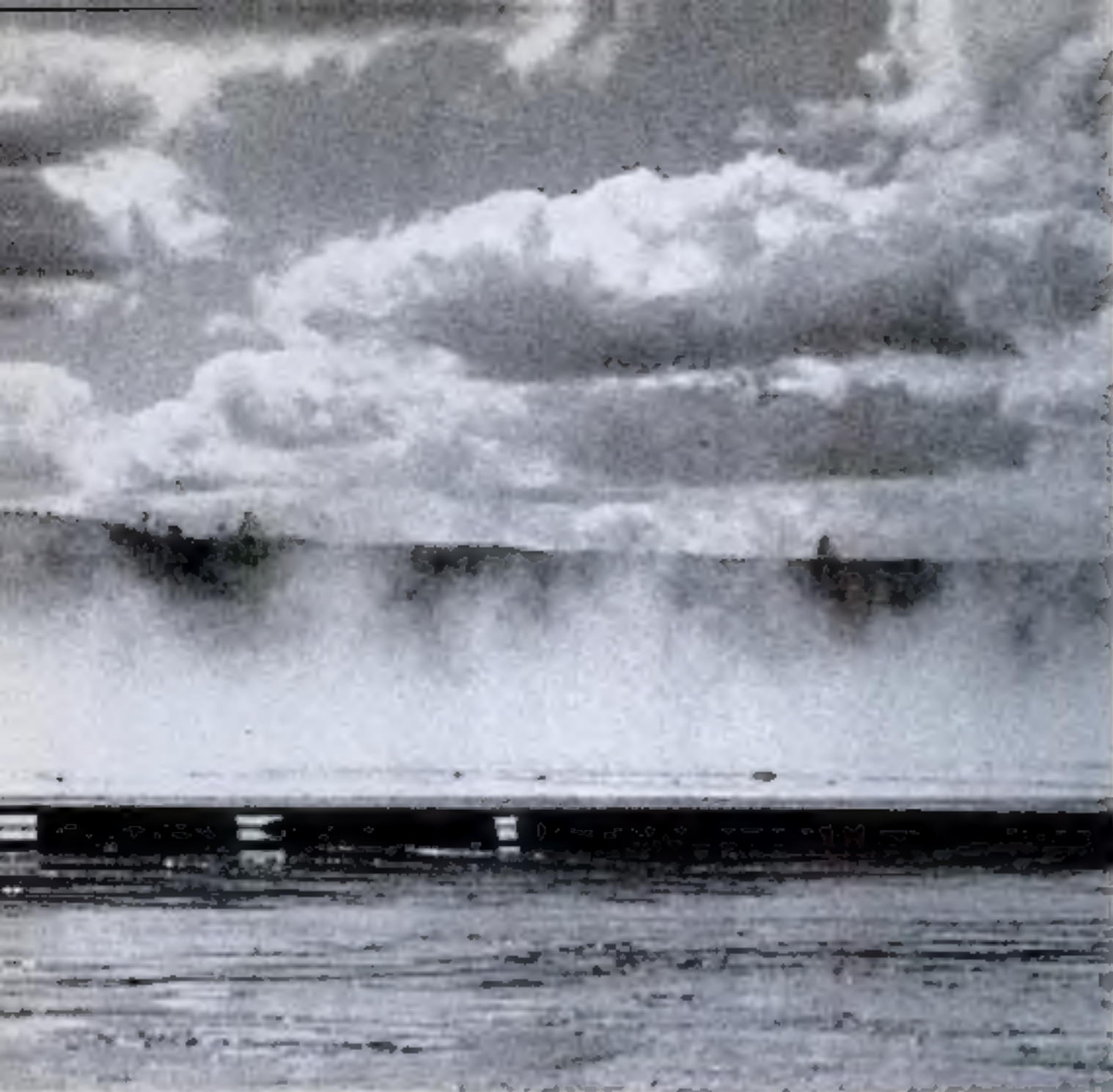
sofas. Unwrapping hotels and cleaning 3,145 rooms closed all winter is toughest part of the summer.



NOVICE WAITRESSES greet first guests of season with song about "savage days in Yellowstone"

STAGE FRIGHT grips Anne Hamlin, 18, of Houston as she steers full tray toward first customer.





LONG GOODNIGHTS are said at door of girls' dorm by couples who have been out "rotten logging." All savages have to be in their quarters by midnight.





AN OVERSIZED ITCH

The long-handled brush tickling his nose seemed to be more than he could stand. His eyes shut tight and his face screwed up. But the expression and the brushing were unrelated. The face, part of an advertisement in Los Angeles, was agonizing over

a certain kind of insurance that would have saved the man money if he had known about it. The sign had become covered with oil and dust. The workman who was washing it down had just come to the nose when Photographer Garry Watson happened by.

SIX YEARS OLD • KENTUCKY STRAIGHT BOURBON WHISKEY • 100 PROOF • MADE IN U. S. A. BY STITZEL-WELLER DISTILLERY • ESTAB. LOUISVILLE, KY., 1849



NOTHING EASIER TO FIX: Fill an old-fashioned glass with crushed ice. Add a jigger of Old Fitzgerald and twist of lemon peel. Inhale the delightful misty bouquet as you sip!



Nothing Cooler than a FITZ MIST...

cool as a misty evening in Kentucky . . . rich with *all* the flavor that makes a drink perfect. The unique Fitzgerald flavor is the result of our costly, family-guarded *sour mash* recipe, naturally *oak-ripened* to mellow maturity. Old Fitzgerald is *always* Bottled in Bond for you and other men of moderation. For cool refreshment with a flavor you'll *remember*, try Fitz Mist . . .

made memorable with Bonded

Old Fitzgerald

YOUR KEY TO HOSPITALITY



Light up a LUCKY

—best-tasting cigarette you ever smoked!



This is what smoking was meant to be. This is the brand of fine tobacco. Lucky tobacco is light, golden-rich tobacco, toasted to taste better. End to end, a Lucky is the genuine article—best-tasting cigarette you ever smoked.

Product of *The American Tobacco Company*—"Tobacco is our middle name"